Fort Wayne Cable Television.

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AMERICAN CABLEVISION of FORT WAYNE INCORPORATED

vol. II

AMERICAN CABLEVISION OF FORT WAYNE INCORPORATED

UPSTREAM TECHNICAL PERFORMANCE

American Television and Communications Corporation has conducted extensive experimentation on temperature chamber test cascades comprising twenty trunk amplifiers, one bridging amplifier, two distribution amplifiers and ten trunk passives. This particular cascade configuration has been carefully designed to typify the worst case cascade in ATC's system designs.

Several vendors' equipment has been tested in this manner, but the data in the table on page 5, using RCA series 151 equipment, are indicative of achievable system performance with state-of-the-art amplifiers and ATC's system design techniques. These data are the result of tests performed in RCA's North Hollywood, California environmental chamber by Bert Arnold on September 16, 1975. The testing was witnessed and supervised by Edward Callahan, ATC's Director of Research, and Sherwood Campbell, ATC's Director of Systems Engineering. In every case, the upstream performance met or exceeded the Federal Communications Commission's requirements for Class I downstream channels. A subjective, qualitative evaluation of picture quality was that it was excellent over the entire -40° to +140°F temperature range.

Two additional specifications, not included in the FCC's Class I downstream channel requirements, are important aspects of upstream performance: collective noise and envelope delay.

Collective Noise

The signal to noise ratio for a collective (upstream) system is given by:

$$(S/N)_f = (S/N)_t - 10 \log \frac{X_f}{X_t}$$

Where:

1. $(S/N)_f$ is the signal to noise ratio for the full hub system.
2. $(S/N)_t$ is the signal to noise ratio for the test cascade.
3. X_f is the total number of upstream amplifier modules in the full hub trunk system.
4. X_t is the total number of upstream amplifier modules in the test cascade.
5. Each upstream amplifier module has the same noise figure.

Our preliminary engineering for the Fort Wayne system indicates that it will contain approximately 750 upstream amplifier modules. By feeding the system with four separate hub trunk systems, each one will contain approximately 188 reverse amplifier modules.

Applying the collective noise equation given earlier gives an upstream signal to noise ratio for the Fort Wayne system of 49.5 dB--considerably better than the FCC's 36 dB requirement for downstream Class I channels and substantially better than the signal to noise ratios industry practice considers necessary for an "excellent" picture.

Envelope Delay

Envelope delay distortion in reverse systems appears as color misregistration or "funny paper effect". The table on page 6 shows data from tests conducted by Robert Gawryla at C-COR Electronics on August 4, 1977 and by Bert Arnold at RCA in May, 1974. Each vendor used his own amplifiers.

Because we can equalize for one half of the envelope delay at the hub, the worst-case system envelope delay should be 135 nanoseconds. Lessman predicts that viewers will evaluate a picture containing 135 nanoseconds of sloped envelope delay as follows*:

	Percentage of Viewers
1. Impairment to picture, but not objectionable	1
2. Definitely perceptible, but only slight impairment to picture.	24
3. Just perceptible	62
4. Not perceptible	13
	100

Care is taken in ATC's system designs to limit cascade length and the size of noise collection systems through the use of hubbing, trunk segregation at hubs and the deactivation of reverse systems not in use. Excellent results, consistent with the test data above, have been achieved in ATC

* A.M. Lessman. Subjective Effects of Delay Difference Between Luminance and Chrominance Information of the NTSC Color Television Signal. Bell Laboratories. Holmdel, New Jersey.

operating reverse systems in Orlando, Florida; Norman, Oklahoma; Stillwater, Oklahoma; Bartlesville, Oklahoma; Albany, New York; Appleton, Wisconsin and others.

ATC Director of Systems Engineering, W. Sherwood Campbell, P.E., prepared this brief. Mr. Campbell's qualifications are contained in his biographical sketch in Exhibit VII-1.

	FCC Specification	ATC TEST (Worst case) -40°F	78°F	+140°F
24 Hour Signal Level Variation	12 dB	-2 dB	0 dB	+3 dB
Level Difference Between Adjacent Visual Carriers	3 dB	1 dB	0.5 dB	0.5 dB
Level Difference Between Any Two Visual Carriers	12 dB	1 dB	0.5 dB	0.5 dB
HUM	-26 dB	-60 dB	-60 dB	-60 dB
Gain/Frequency Response from Visual Carrier to V.C. -1 MHz and to V.C. +4 MHz	2 dB	2 dB	0.5 dB	0.5 dB
Signal to Noise	36 dB	59 dB	59 dB	57 dB
Coherent Disturbances	-46 dB			
Cross Modulation		-64 dB	-64 dB	-66 dB
Third Order		-80 dB	-80 dB	-80 dB
Second Order		-72 dB	-72 dB	-73 dB

ENVELOPE DELAY

	RCA[1]	RCA[2]	C-COR[1]
Channel T-7	-100 ns	-115 ns	-226 ns
Channel T-8	<10 ns	<10 ns	+17 ns
Channel T-9	+100 ns	+150 ns	+84 ns
Channel T-10	+230 ns	+270 ns	+253 ns

[1]20 Trunk amplifiers

[2]20 Trunk, one bridger and two distribution amplifiers

SYSTEM ENGINEERING PHILOSOPHY

American Television and Communications Corporation approaches the planning, design, construction and maintenance of a cable television system with three technical considerations foremost in our minds: service, quality and reliability.

First, subscribers must be provided with the broadest spectrum of services, now and in the future. This requires that the cable system not only be capable of handling today's services and those envisioned for the future, but it must also have the capacity, capability and flexibility to handle future services not even imagined at this time. ATC meets this need by utilizing only the latest technology and the highest quality, "state-of-the-art" cable and amplifiers and by planning and designing cable systems to accommodate both present and future uses.

For Fort Wayne, ATC's concern for services and the future will mean a 300 MHz bidirectional system. This cable bandwidth capability allows for the distribution of FM, data and up to 37 channels of television to subscribers, as well as the origination of data and up to 4 television signals at subscriber locations. What does this mean in service to the citizens of Fort Wayne? Exhibit IV-3 describes some of ACFW's immediate plans and ideas for services to utilize the tremendous capability such a system makes available.

In addition, as the needs and desires of the City of Fort Wayne grow, the capability of ACFW's system will be expanded accordingly. If necessary, a second cable could be lashed to the first, doubling the system capacity.

The second technical concern is quality. We have already mentioned careful selection of the highest quality cable and amplifiers. Further, all system design is done at ATC by trained, experienced engineers and designers. The actual system configuration is carefully optimized for each town.

Rather than use the traditional "tree" cable television system layout, American Television and Communications Corporation proposes a "hub" design for Fort Wayne. This minimizes the length of amplifier cascades, which improves the quality and reliability of the system. It also centralizes and adds flexibility to two-way services, microwave signal importation and local origination.

ACFW's system will have four separate trunk cables leaving the Hub Center radially like the spokes of a wheel. This allows the system to be segmented into four separate systems. By operating four small systems, instead of one large system, the signal quality delivered to each subscriber is improved, a possible technical problem with upstream noise accumulation (a characteristic of large

bidirectional cable television systems) is avoided, and--if desired in the future--these four areas of town could receive individual programming.

The proposed ACFW system may be analyzed in three levels.

- The first level is the trunk cable system, which distributes and collects signals between the hub and the various neighborhoods within a given region. The aerial trunk cable will be .75", unjacketed, low loss (gas injected polyethylene dielectric) coaxial cable and will utilize cable mounted frequency division multiplex amplifiers to deliver a 54 to 300 MHz bandwidth, allowing return signals in the 5 to 30 MHz range.
- The second level is the feeder system, which utilizes cable and amplifiers similar to those in the trunk system to distribute and collect signals within a neighborhood. The feeder cable will be .5" in diameter.
- The third level comprises the drop cable from the utility pole to the home and the in-home devices.

But to ensure total system quality, that is, the quality of the television pictures and other services when they finally arrive in the subscriber's home, further effort and expertise are needed. Stringent construction specifications, included in Exhibit V-6 in this proposal, are prepared and used to aid in vendor selection. Adherence to these specifications is then rigidly enforced during the system's

construction and proof-of-performance testing.

The third concern is the reliability and maintenance of the system once construction is completed. Although the technical specifications, equipment quality and system topology previously mentioned all contribute to high reliability and low maintenance--more is needed. That "more" is trained, experienced and conscientious technical personnel equipped with the highest quality test equipment available. The Director of Engineering for the Fort Wayne system will be an experienced electrical engineer.

In addition, the Fort Wayne technical staff will be backed by a Denver corporate staff of system engineers with extensive experience in all aspects of the design, installation and maintenance of cable television and television studio systems.

This, then, is what ACFW can offer to the citizens of Fort Wayne: A cable television system with the broadest and most complete services, highest quality and highest reliability possible today--all backed by American Television and Communications Corporation's continuing commitment to engineering excellence.

CONSTRUCTION TIMETABLE

Figure V-2(a), following, shows ACFW's proposed construction pattern. Construction will begin at the company's downtown hub location and will proceed outwardly in all directions toward the city boundaries.

The construction schedule calls for construction to begin four months after receipt of the FCC's Certificate of Compliance and all necessary licenses, permits, zoning and utility pole agreements. Several pre-construction activities, such as strand mapping, makeready engineering, system design, vendor selection and real estate negotiations will be started while awaiting the above licenses, permits and certificates.

One year after receiving all necessary permits, ACFW projects having its headend, hub and 150 miles of plant (one fourth of the total Fort Wayne distribution system) operating. At the end of the second year, 500 miles of the 600 mile plant should be completed. The entire system is scheduled to be completed within 26 months after construction starts and within 30 months of receiving the FCC Certificate of Compliance and all necessary licenses and permits.

ACFW will activate the 600 mile distribution plant in phases (neighborhoods) of approximately 30 to 60 miles. Thus, we will be making our services available to additional groups of residents every one to two months.

In our pro forma projections, we have assumed a very conservative growth rate of five miles of plant per year. Although we certainly hope the growth rate exceeds five miles per year, much of Fort Wayne's growth is now by annexation of Allen County areas (actions which are difficult to forecast).

As a new corporate citizen of Fort Wayne, ACFW is very sensitive to the desirability of providing as many new jobs as possible for the area by doing business locally. However, to minimize the ultimate cost to the cable subscriber and build the cable system efficiently, ACFW believes that the competitive bidding process is the most responsible approach. This is particularly true in light of recent pricing trends and month-to-month fluctuations among manufacturers.

ACFW will use one of its five approved suppliers to construct and equip the system. Magnavox is one of those suppliers, and is currently constructing and equipping ATC's system in Lynchburg, Virginia. In addition, Magnavox is ATC's leading supplier in dollar volume, with total fiscal year 1977 sales of $2,295,000 and projected fiscal year 1978 sales of $3,125,000. This projection is based on ATC's current level of purchases and does not include any possible additional franchise awards, including Fort Wayne.

In light of this and their prominent position as a

large manufacturing concern in the Fort Wayne area, Magnavox will obviously be a leading candidate to build and equip the Fort Wayne system.

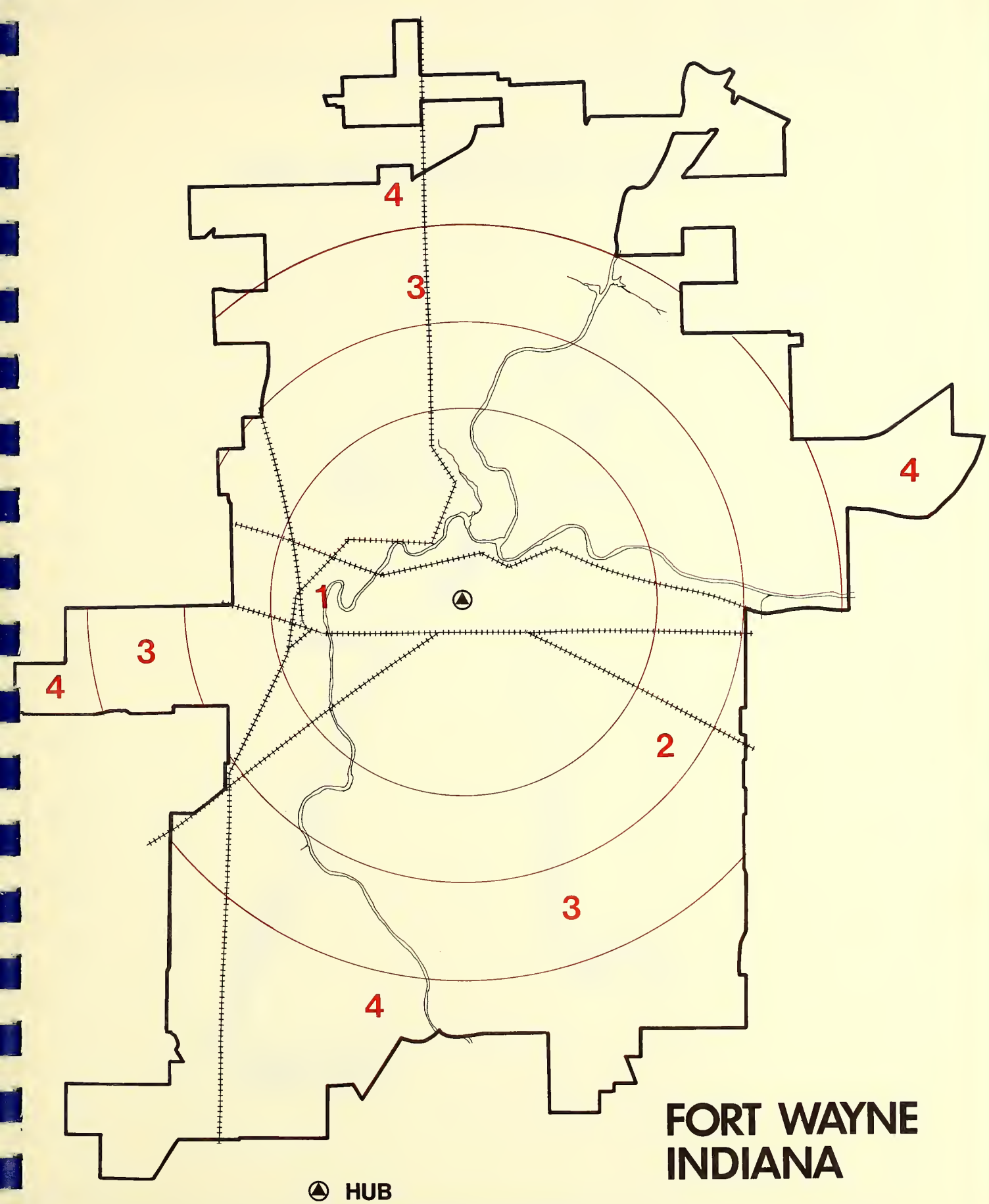
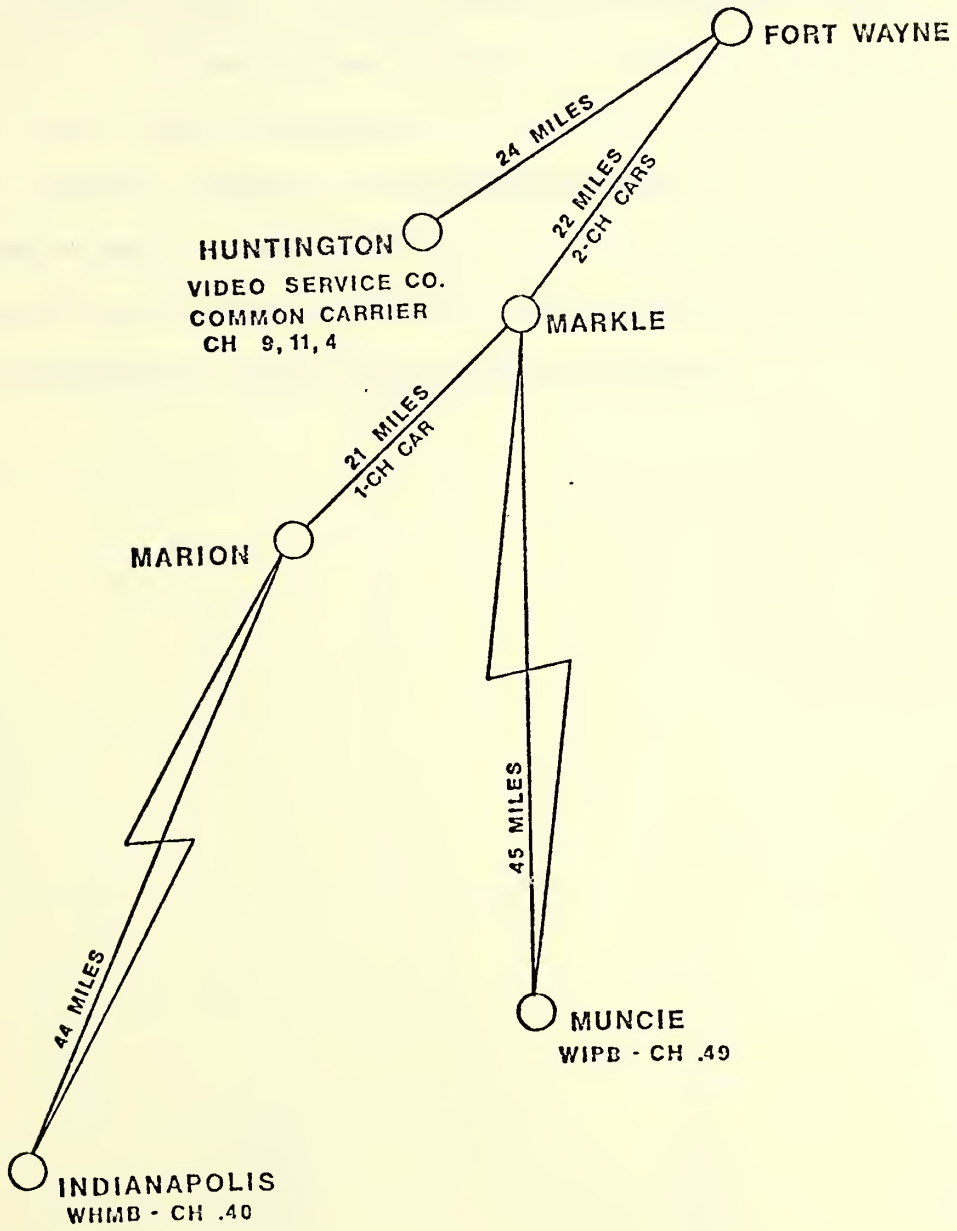


FIGURE V-2(a)

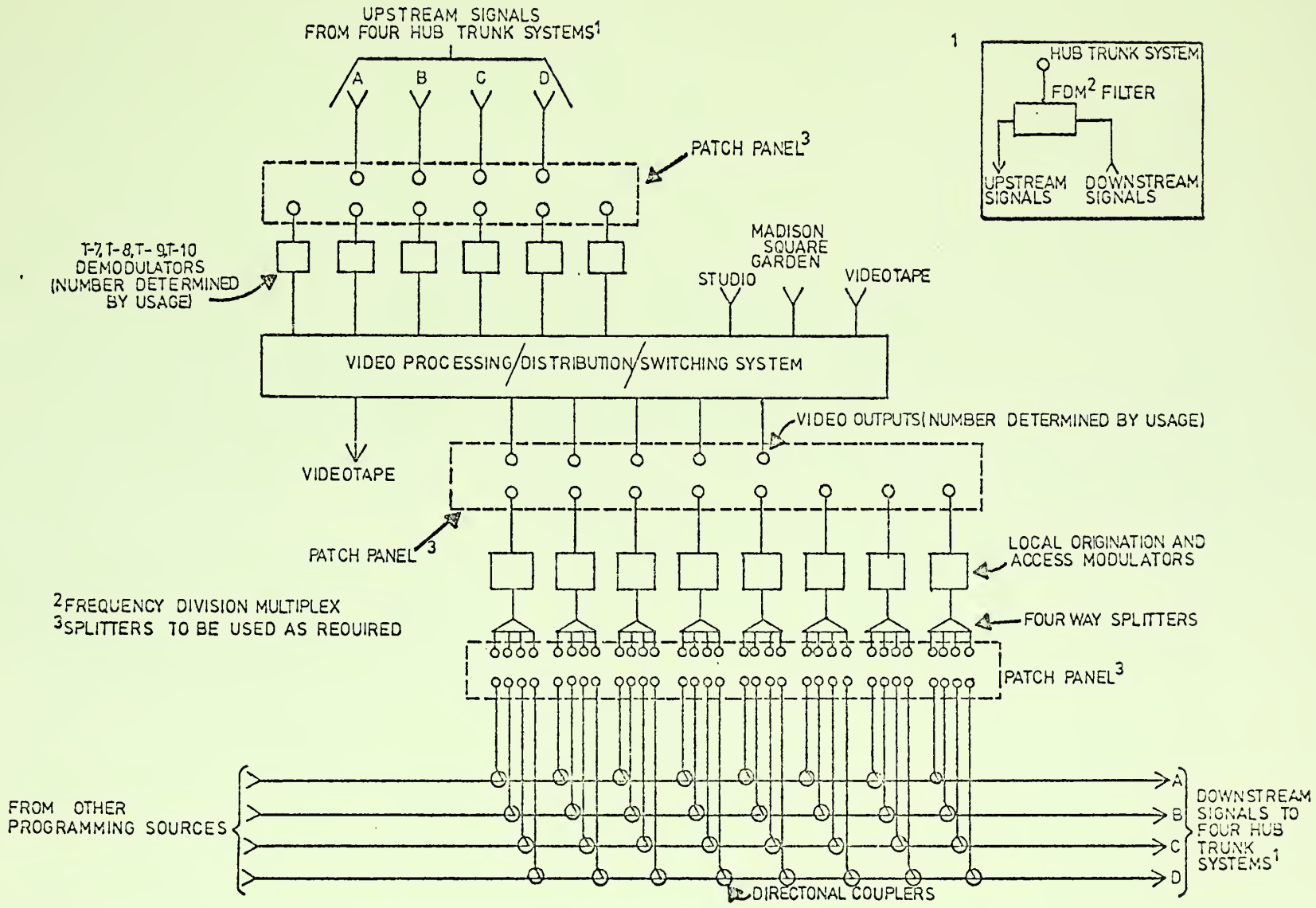
FORT WAYNE MICROWAVE SYSTEM



HUB CHANNEL EXCHANGE

All upstream video channels will be converted to base-band video through standard RCA, Scientific-Atlanta or Jerrold demodulators. It will then be processed through our studio's processing/switching/distribution system, from which it may easily be placed on our local origination or access channels through standard modulators.

The selection among our four hub trunk systems for upstream or downstream usage will be very simple patch-panel techniques. See Figure V-4(a) following.



[2]FREQUENCY DIVISION MULTIPLEX
[3]SPLITTERS TO BE USED AS REQUIRED

FIGURE V-4(a)

SYSTEM MONITORING

ATC agrees to the concept of status monitoring and feeder disconnect systems. However, there are at present a very limited number of amplifier manufacturers offering these options. It is our intent to include these capabilities, subject to their availability on an economically and technically suitable basis. ATC believes that it can only include these features in its design if other system performance parameters will not be degraded.

PERFORMANCE STANDARDS TESTING PROGRAM

The test procedures and the number and location of test points to be used by ATC in conducting the initial proof of performance, annual performance tests, monthly monitor tests and tests in response to subscriber complaints shall be whichever is the most stringent among the following, in any given instance:

1. Federal Communications Commission, Rules and Regulations, Part 76, Cable Television Service.
2. National Cable Television Association, Standards of Good Engineering Practices for Measurements on Cable Television Systems, NCTA 008-0477.
3. American Television and Communications Corporation, Policies and Procedures, 660-1, 660-2, 660-3 and 660-6. See Figure V-6(a), at the end of this exhibit.
4. American Television and Communications Corporation, Construction Specifications for ATC Systems. See Figure V-6(b), at the end of this exhibit.

System Radiation

A Mid-State Model ST-1 Signal Transmitter will be used to place a special, modulated carrier on our entire system, continuously. Each of our maintenance and service vehicles will be equipped with a receiver, turned on whenever the vehicle is in use, to receive this signal. If the signal is ever received, it can only be by leakage from the cable system, and the technician or installer can then repair or report the problem. Thus, the entire system is constantly being checked for radiation by all of our field employees.

Four Mid-State Model RD-1 Radiation Detectors will be used to accurately measure any system leakage, to assure complete compliance with FCC radiation regulations.

Incidentally, ATC's Director of Systems Engineering, Sherwood Campbell, is a member of the National Cable Television Association's Interference Subcommittee and was instrumental in drafting the NCTA's recommendations to the FCC for its recent modification to its radiation rules and regulations.

GENERAL SYSTEM MAINTENANCE

The ATC Policies and Procedures Manual defines the maintenance program to be established at each ATC system. Maintenance policies and reports comprise section 660, System Maintenance; and system checks, inspections, and system measurements required to maintain system performance at an acceptable level and identify problem areas are presented in detail in section 665, System Test Procedures.

Each system is to have a well defined and managed preventive maintenance program developed in greater detail than is possible in this manual. The Regional Engineer is responsible for review and approval of maintenance programs in each of the region's systems, and should have detailed knowledge of system operational status at all times.

FIGURE V-6 (a)

MAINTENANCE LOGBOOKS

A logbook containing each of the following sections is to be maintained at each ATC system:

1. Tower inspections including running lights and date of last painting.

2. Antenna information on each set of antennas. Whether or not a pre-amp, filter or converter is tower mounted. Initial visual and aural levels.

3. Record output of each processor, modulator (as well as percent of modulation, resetting if necessary), closed circuit equipment including both time and weather - message center and/or news service.

4. Origination equipment.

5. Designated system trunkends, showing location and test schedule. A copy of the last measurements retained for comparison with subsequent tests.

6. Scheduled tests, checks and inspections:

   a. Weekly
   b. Monthly
   c. Semi-Annually
   d. Annually

7. Chief Technicians are responsible for implementing a preventive maintenance program based on the policy and procedures contained herein. They are to insure personnel conducting tests, checks and required adjustments are qualified with test equipment utilized to accomplish the task. Required reports are to be timely, accurately submitted and verified by the Chief Technician prior to forwarding to either the System Manager and/or Regional Engineer.

SYSTEM AND EQUIPMENT TESTS, CHECKS AND INSPECTIONS

I. Daily Tests, Checks and Inspections

Where: Headend whether or not co-located with Service Department.

a. Measure visual and aural levels at the output test point; verify against posted levels.

b. Measure processor and modulator levels and percent of modulation, resetting as required.

c. Inspect time, weather and message center channel for accuracy of time and weather indicators.

d. Check all pictures on a color monitor for quality.

II. Weekly Tests, Checks and Inspections

Where: At the headend - complete the weekly headend report log by Thursday.

Where: Service Department - providing test equipment is available, check all SLMs for proper calibration. Record in log for this purpose. Report any SLM problems to the Chief Technician for immediate correction.

Where: Subscriber's home - complete subscriber measurement tests at two homes picked at random. Use appropriate check sheet. Completed checks are to be reviewed by the section chief or Chief Technician then forwarded to the System Manager.

Where: At trunk extremities: the Chief Technician will form the compiled list of trunkends designate each week a sufficient number of

trunkends to enable a complete cycle to be accomplished every 30 days. Cascades of four or more mainline amplifiers will be considered a trunkend for testing purposes. Monthly trunkend report form will be used for this test.

III. Monthly Tests, Checks and Inspections

Where: A. At the headend

1. Processors
Fine Tuner (if used)
Sound trap rejection, follow manufacturer's instructions (if tube-type equipment)
Signal levels and picture quality.

2. Modulators
Signal levels and picture quality
Percent of modulation

B. Distribution System - At Extremities

1. Signal levels

2. Picture quality

3. System carrier to noise ratio (measure at lowest and highest frequencies used on the system).

4. Signal to hum modulation at pilot carrier

5. Systems with river crossings will treat these the same as trunkends, reports each 30 days.

IV. Semi-Annual Tests, Checks and Inspections

Where: A. Headend

1. Antenna Arrays

a. Signal measurements
b. Mechanical inspections
c. Signal to hum when pre-amps and converter are tower mounted

2. Processors

a. Response and alignment
b. Signal to hum modulation
c. Complete signal measurements

3. Headend Equipment - Other

a. Signal measurements
b. Percent of modulation
c. Camera checks and adjustments
d. Mechanical checks on time/weather and message center

V. Annual Tests, Checks and Inspections

Where: A. At Trunk Extremities

FCC Proof of Performance testing dates to coincide with cutoff dates prescribed by FCC.

B. At Headend

Proof of Performance testing dates to coincide with cutoff dates prescribed by FCC.

C. Subscribers Home (three locations per franchise area)

Same as A and B above

MAINTENANCE FORMS AND REPORTS

The system Chief Engineer or Chief Technician as designated by the System Manager is responsible for timely completion and submission of each of the following forms and reports:

1. Weekly Headend Report form. (See page 2)

   The report is to be completed and forwarded for review to the System Manager and then to the Regional Engineer each Friday.

2. Weekly Subscriber Test forms. (See page 3)

   To be completed and forwarded for review to the System Manager and Regional Engineer each Friday.

3. Monthly Trunkend Reports. (See page 5)

   Reviewed by the Chief Technician and filed in the system log book for reference purposes.

4. Semi-annual checks

   a. Antenna arrays - enter in log book. (See page 6)

   b. Processors and Modulators - enter date completed in log book and label each piece of equipment accordingly. (See page 7)

   c. Other Headend Equipment - enter date checked in log book and label accordingly.

   d. Annual FCC Proof of Performance Tests - file one copy in system log book, send one copy to the Regional Manager and another to the appropriate Division Manager.

WEEKLY HEADEND REPORT LOG

System_____ Date_____ Technician_____
Time _____ Temp._____ Weather_____

CH	Proc/Mod Level (dB) Input	Proc/Mod Level (dB) Output	Sound Control Range (dB)	AGC Range (dB)	AFC Action	S/N Ratio dB	Picture Quality	Beats, Problems or Component Changeouts
2								
3								
4								
5								
6								
7								
8								
9								
10								
11								
12								
13								
FM								
A								
B								
C								
D								
E								
F								
G								
H								
I								
J								
K								
L								
M								
N								
O								
P								
Q								
R								
S								
T								
U								
V								
W								
X								

Other Equipment and Comments_____

SUBSCRIBER TEST FORM

System_____ Date_____ Technician_____

Subscriber's Name:_____
Address:_____

Channel or Freq.	Visual Signal Level in dbmv	Aural Signal Level in dbmv	Difference bet. Picture & Sound in db	Difference between Channels in db	Highest & Lowest Level in dbmv	Picture Quality
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						
13						
FM						
A						
B						
C						
D						
E						
F						
G						
H						
I						
J						
K						
L						
M						
N						
O						
P						
Q						
R						
S						
T						
U						
V						
W						
X						

See instructions and remarks on back of form.

1. To be accomplished weekly and forwarded to the Manager each Friday.

2. The visual signal level on each channel shall not vary more than 12 decibels overall, and shall be maintained within

   a. 3 decibels of the visual signal level of any visual carrier within 6 MHz nominal frequency separation and,

   b. 12 decibels of the visual signal level on any other channel, and

   c. A maximum level such that signal degradation due to overload in the subscriber's receiver does not occur.

   d. The rms voltage of the aural signal shall be maintained between 13 and 17 decibels below the associated visual signal level.

REMARKS

MONTHLY TRUNK END REPORT

System_____ Date_____ Technician_____

TR #	AMPS IN CASC	S/N RATIO CH 6 CH 7	%HUM ON PILOT CARRIER	SIGNAL STRENGTH (DB) 2 3 4 5 6 7 8 9 10 11 12 13 FM A B C D E F G H I J K L M N O P Q R S T U V W X

PICTURE QUALITY_____

REMARKS_____

_____
CHIEF TECHNICIAN

TOWER AND ANTENNA REPORT

System_____, Date_____, Temp_____°F, Chief Technician_____

CHANNEL	VIDEO	AURAL	REMARKS Includes traps, band pass filters, preamp and/or converter and pads
2			
3			
4			
P.C.			
5			
6			
7			
8			
9			
10			
11			
12			
13			
FM			
A			
B			
C			
D			
E			
F			
G			
H			
I			
J			
K			
L			
M			
N			
O			
P			
Q			
R			
S			
T			
U			
V			
W			
X			

CONDITION OF:
Tower Lights_____, Arrays_____, Winch_____,
Cable_____, Paint_____, Guys & Anchors_____;
Tower Leg Weep Holes_____.

PROCESSOR AND MODULATOR REPORT LOG

SYSTEM_____ DATE_____

MANUFACTURER_____ MAKE OR MODEL_____ SERIAL NO._____

Desired Channel	Processor Input DC-8 T. P.	Processor Output D. C. -8T. P.	Percentage of Modulation	Percentage of Hum	Sound Control DB Range

ACC Control DB Range	AFC Action	Tube Type Only Date Retubed	Date Aligned	Response Peak To Valley

Undesired Frequency Input Levels after traps (processor input)	Level Pix	Sound

Remarks:

NOTE 1. Used for both semi-annual and annual checks
NOTE 2. Use only blocks that apply to modulators

_____
Chief Technician

CONSTRUCTION SPECIFICATIONS

FOR

A T C

SYSTEMS

FIGURE V-6(b)

CONSTRUCTION SPECIFICATIONS
FOR
A T C

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Schedule A

PURPOSE OF SPECIFICATIONS

The purposes of these specifications are to:

A. Give the contractor a guide line for making a bid on our turnkey construction project.

B. Insure that all contractors will be bidding on the same type of construction materials and practices.

C. Guarantee that the customer will be given a sound system which will last for many years without appreciable maintenance problems.

D. Make it possible for a customer to compare bids knowing that contractors are bidding under identical circumstances.

OBJECTIVE OF SPECIFICATIONS

The objectives of these specifications are to:

A. Obtain a good working relationship between the contractor and customer.

B. Obtain a good relationship with the public and public utility officials.

C. Obtain a thirty year - plus life expectancy of the major hardware support system, which will enable the customer to make one major rebuild of coaxial cable system at fifteen years without replacing strand and hardware.

D. Obtain a fifteen year life expectancy of the coaxial cable, passive and electronic system.

I

GENERAL WARRANTIES AND OBLIGATIONS

A. All materials and equipment supplied under these specifications shall be warranted for a period of one year from the date of acceptance of each phase. Any such material which shall be found to be defective during the warranty period shall be replaced or repaired without charge or expense to the owner.

B. All manufacturers warranties shall be passed on to the owner.

C. Construction work is warranted to be free from defects of workmanship for a period of one year from acceptance. Any such defects which shall be found during the warranty period shall be corrected without charge or expense to the owner.

D. Should moisture, galvanic action, or corrosion be observed in the system during this warranty period which is attributed to the sellers workmanship (i.e. water proofing - nongalvanic and corrosion preventative methods and materials used) the seller will immediately take corrective action to resolve and correct the problems at the sellers expense.

E. All sellers' corrective measures which will take the subscribers services off the air shall be done during the hours of 2:00 A.M. to 6:00 A.M.

F. A warranty period of 90 days or the original one year warranty, whichever is greater, shall commence at the time of acceptance of all corrective work and replacement of equipment (total warranty not to exceed 15 months).

G. All relevant terms and conditions of the franchise, pole contract agreements, the NEC, NESC, and any other applicable codes, shall be considered a part of this working agreement. Where there is a conflict between such specifications and any other terms of this proposal, the more restrictive shall prevail unless specific waiver in writing is obtained.

H. All OSHA regulations will be observed at all times.

I. A method for warrantv repair shall be agreed upon before acceptance of the first phase. This will be necessary since ATC personnel will in many instances be required to repair the system before seller can be notified.

II

SYSTEM SPECIFICATIONS

A. General Description.

1. The system will be a single trunk, single feeder sub-split configuration with the upstream path diplexing filters installed initially.

2. Frequency spectrum and channel capacity throughout the system will be as specified in Section IX.

3. All coaxial cable and passive devices will be capable of passing the frequency spectrum of 5 MHz through 300 MHz.

4. For bidding purposes, it may be assumed that all plant will consist of overhead construction utilizing telephone and power company poles. In some instances it will be necessary to provide and set poles and do underground ties.

B. Trunk System

1. Automatic gain and slope control will be utilized at every trunk and trunk bridging location. Frequencies utilized will be in accordance with manufacturers specifications and must be coordinated with ATC's Engineering Department in Denver.

2. Maximum cascade of trunk amplifiers will be as designed by ATC Engineering.

3. All cable (type and size will be specified in Section IX) shall have a minimum return loss before installation, using narrow band sweep, of 30dB or better.

4. The reverse trunk amplifiers must utilize some method of open loop level compensation at every location.

C. Feeder System

1. Maximum number of line extenders in cascade will be one (1) or two (2) only if both are derated by 3dB.
2. Some method of level compensation will be used in all line extenders.
3. All feeder cable (size and type will be specified in Section IX) will have a minimum return loss before installation, using narrow band sweep, of 30dB.
4. Minimum tap spigot levels will be as designed by ATC Engineering.
5. Bridger and line extender outputs will run a continuous slope across the forward frequency spectrum; as specified in Section IX.
6. All tap off devices will be directional couplers utilizing two, four, and eight way hybrid splitters for distribution of signals.

D. Distortions

The following distortion specifications apply to the system consisting of 20 trunk amps, 1 bridger and 1 line extender in cascade with maximum channel loading for the design bandwidth. Output levels and trunk spacing are specified in Section IX. All distortion readings shall apply over a temperature range of $-20^{o}F$ to $+120^{o}F$.

1. The carrier to noise ratio shall be no less than 47dB at $70^{o}F$ and no less than 45.5dB at $110^{o}F$ ambient.
2. Worst case second order distortions shall be a minimum of 60dB down.
3. Worst case total harmonic distortions as measured according to the following procedure, shall be a minimum of 52dB down.
   (a) Using a channel 12 filter ahead of an HP141T-8554L-8552B analyzer or equivalent, set at 30 KHz bandwidth with video

filtering of 300 hz or less, the "noise" display within ±30 KHz from the channel 12 video carrier at its highest point is defined as the total harmonic distortion. All other signals must be with ±10 KHz of assigned frequencies and shall be unmodulated. Tests shall be run at the standard recommended system levels.

4. Worst case cross-modulation with maximum channel loading (per NCTA standard) shall be a minimum of 52 dB down.

5. Hum modulation will not exceed 2%.

6. Maximum group delay will be ±120 nsec. in the forward direction.

7. Reverse system must have or be capable of having a reverse amplifier at every forward amplifier location and the reverse system must be designed for unity gain at 70°F.

8. The system peak to valley shall not exceed N/12 + 1 dB for the trunk and N/12 + 1.5 dB for the feeder at any unity gain point. Where N = the number of trunk amplifiers in cascade to the point of measurement.

9. <u>Electromagnetic Susceptibility</u>

   (a) The RFI or EMI shielding efficiency in the 5 to 30 MHz region shall be greater than 85 dB.

   (b) The test method for determining the shield efficiency shall be as mutually agreed upon unless otherwise specified in Section IX.

   (c) The RFI or EMI shielding efficiency in the forward direction shall be sufficient to meet the FCC radiation specifications. (This is considered to be greater than 95 dB.)

10. Radiation

Incidental radiation from system cable, amplifiers, connectors and passive devices shall not exceed the amplitudes as specified by the FCC Subpart K of Part 76, Section 76.605 a.12.

11. Ghosts and Echos

Echo measurements taken at any point in the system shall conform to the P. Mertz ghosting curve as published in the Journal of the SMPTE May, 1953, a copy of which is attached as Schedule A.

NOTE:

Items 1 through 4.

Since in the majority of cases, the system will be turned over to the owner by areas which will not total a twenty amplifier cascade, the system distortion measurements for each area should be extrapolated back (or extended) to the number of amplifiers cascaded. These extrapolated numbers will be used for acceptance of each area.

III

ELECTRONIC AND PASSIVE EQUIPMENT

A. Amplifiers

1. Each individual amplifier, bridger, intermediate bridger, and line extender shall meet or exceed all equipment manufacturers specifications.
2. Each trunk amplifier, bridger, intermediate bridger, and line extender shall be tested prior to being installed in the system.
3. AGC and ASC control shall be checked before being installed.
4. Current carrying capacity of all trunk line actives shall be ten (10) amperes or better.

B. Power Supplies

1. Owner will be responsible for designating location of power supplies on the power poles, and supplying drawing of a typical power supply location. These will be submitted at time the electronic prints are given to seller.
2. Seller shall be responsible for furnishing materials and installing power supplies.
3. Owner shall be responsible for inspections and power turn-on at all power supply locations.
4. All power supplies shall be bonded to a vertical ground. Support messenger shall be bonded to this same vertical ground.
5. The size and type of cable used for feeder lines shall be used to interconnect power supplies with power inserters and amplifiers. It is preferable to use the amplifier power

insertion point, but in no case shall more than 200 feet of cable be used between the power supply and the power insertion point.

6. Power inserters (except power inserters built into the amplifier) shall have ten amp slo-blo fuses in each power leg.

7. All terminal connections shall be treated with an oxide inhibitor at all power supply locations.

8. All power supplies shall be regulated, 60 volt RMS, 14 amperes minimum; with RF filtering resettable circuit breakers inside the housing and surge protection detailed as follows:

   (a) RFI rejection greater than 60 dB, 5 MHz through 300 MHz.

   (b) Surge protectors - reaction time less than ten nano-seconds and capable of dissipating 5000 watts of power in one millisecond.

   (c) Surge protector shall be installed on primary side of power supply.

   (d) A switch box with automatic 15 ampere resetting circuit breakers, where legal, shall be mounted between the meter base and power supply.

   (e) A pilot light shall be wired so that the light is on when power is being supplied to the coaxial cable system.

   (f) The power supply shall be equipped with a 10 second output time delay relay.

   (g) The output waveform applied to the cable system shall approximate a square wave i.e. RMS value shall not be

less than 75% of the peak value.

(h) The power supply shall contain a current limiting device on the 60 volt output.

C. Passive Devices

1. All passive devices shall have a return loss of 20 dB or better for all input, output, and tap ports from 5 MHz through 300 MHz.

2. Insertion and passive losses of all devices installed shall not exceed the insertion and passive loss design criteria used in ATC electronic system design.

3. Current carrying capacity of all trunk line passive devices shall be 10 amperes or better.

4. Isolation between any output ports of splitters, directional couplers, or directional taps shall be 24 dB or better 5 MHz through 300 MHz.

5. Stainless steel screws are to be used in all passive devices for base plated and center seize screws.

IV

COAXIAL CABLE

A. Specifications and Testing

1. All coaxial cable received shall be physically inspected to determine that the center conductor is securely bonded to the dielectric, that the aluminum sheath is tightly extruded to the dielectric, and that all other mechanical specifications are met.

2. Physical and electrical specifications of all coaxial cable shall meet manufacturers specified tolerances.

3. All coaxial cable shall have a minimum structural return loss before installation, using narrow band sweep techniques, of 30 dB from 5 MHz through 300 MHz.

4. Cable structural return loss shall not degrade by more than 4 dB after installation - 5 MHz through 300 MHz.

5. Coaxial cable used in this project shall be guaranteed to be of first quality material and workmanship. In the event of failure due to faulty material or defects in manufacturing, within one year after acceptance, the defective cable shall be replaced, without increasing the number of splices or connectors, at no cost to customer for labor or materials.

6. Every reel of cable received at the construction site shall be tested and accepted before installation in the field, for:

   (a) Structural return loss

   (b) Attenuation

   (c) Characteristic impedance

7. A complete set of records of these tests and the location where each reel was installed shall be maintained to substantiate any claims necessary as per Section IV.A.5.

8. Structural return loss measurements on cable shall be made with a suitable bridge and sweep generator. The terminating impedance shall be adjusted for optimum return loss. Type N connectors or better should be used to minimize connector reflections. Peaks of return loss "spikes" should be measured. No weighting factors are to be used.

9. Characteristic impedance is measured by sweep methods, calibrating by substitution of an accurate resistive impedance.

10. Cable attenuation is measured by sweep frequency methods with a signal comparator switching the oscilloscope from test to reference and using a variable attenuator to determine by comparison the cable attenuation at various frequencies.

B. Handling Coaxial Cables

1. Maximum pulling tensions as specified by the cable manufacturer shall not be exceeded when pulling in coaxial cables.

2. Coaxial cables shall not be pulled with a vehicle unless accompanied by an automatic tension release to prevent damage to the cable.

3. Cable rollers shall be used in the following locations to protect cable and property.

   (a) Not more than 50 feet spacing between rollers.

   (b) Over all roadways to insure clearances.

(c) Over all telephone drops to prevent chaffing of drop.

(d) Over all driveways and in areas where persons could be hurt.

4. Special corner cable rollers shall be used for pulling coaxial cables around corners.

5. When pulling multiple cables, appropriate cable rollers shall be utilized to properly support and separate the cables so, when lashed, the cables will maintain approximately the same position in the cable bundle throughout the entire length of the cable run.

6. Lashing machine shall not be pulled with a vehicle at any time.

7. When lashing the coaxial cable to the support messenger, there shall not be less than one wrap in 14 linear inches.

8. If the sum of the cable diameters exceeds two (2) inches, then the bundle shall be double lashed.

9. Coaxial cables shall be smoothly installed. Loose lashing or excessive twisting or weaving of cable around messenger shall be cause for rejection.

10. Lashing wire shall be stainless steel .045 inch.

11. Lashing cable support straps shall be zinc or stainless steel.

12. The lashing wire shall be wrapped twice around the messenger before terminating in the lashing wire clamp.

13. When securing lashing wire to the cable lashing wire clamp, care should be taken in securing lashing wire that the clamp does not cut the wire, thereby releasing it. The lashing wire shall go between the two washers and be wrapped no more than one-half turn.

14. When lashing wire is securely fastened, the end of the lashing wire shall not be exposed. It shall be tucked inside of the cable lashing clamp.

15. Cable support straps and plastic cable spacers shall be placed two inches from the lashing wire clamp on the pole side of the clamp.

C. Forming Coaxial Cables

1. All expansion loops will be of the flat bottom type with the "flat" portion being no less than 15 cable diameters long. These loops shall be formed using the Jackson Communications Corp. UNIBEND #1084 (or approved equivalent) cable bending tool.

2. Coaxial cable shall have expansion loops at every pole, cross-over, passive device, and amplifier. (Fused disc cable will not have loops at poles or cross-overs.) A two inch space shall be left between cable support and start of loop and between end of loop and any connector.

3. One loop shall be used across the pole at tap locations.

4. Amplifiers will have partial loops on inputs and outputs.

5. The bending radius shall not be less than manufacturers recommended minimum bending radius.

6. Standoff brackets or equivalent shall be used to secure all feeder distribution passive devices to support messenger in all locations where feeder cable parallels trunk line cables.

7. In the event a cable terminator is installed at the end of a feeder where no tap exists, a cable spacer and strap shall be installed within two inches of terminator to avoid possibility of kinked cable.

8. Any active or passive device at the end of a line will be terminated with a 5/8" entry terminator if the device is not already internally terminated.

D. Splicing Coaxial Cables

1. All connectors in the system must use integral mandrel steel sleeves.

2. The LRC HSB splice block or equivalent shall be used for all cable to cable splices. These splice blocks must have the feature to be able to check RF and AC voltages without disrupting service.

3. Housing to housing adapters or right angle fittings shall be used in all locations where possible. NOTE: All passive devices are to be mounted to messenger or stand-off brackets when housing to housing adapters are used.

4. One trunk splice per 180 degree of angle pulled shall be used up to a maximum of three splices between any two stations.

5. No splices will be allowed in the trunk or feeder system closer than 300 feet to any other active or passive device or other splices.

6. No midspan splices will be allowed anywhere for any reason.

7. A water gasket shall be installed in all amplifier, directional tap, power splitter, and power inserter lids and covers.

7. (continued) Additionally, all amplifiers shall have an RFI-EMI conductive gasket, whether as part of the water gasket or as a separate gasket.

8. All torques as specified by manufacturers shall be used in tightening down all amplifier lids, passive device covers, and connectors. The use of a torque wrench is recommended.

9. The seller shall present the owner with a letter from each manufacturer specifying torque to be used on their respective equipment.

10. Connectors to amplifiers and other devices, including multitaps, in trunk and feeder lines shall be protected against moisture in a manner specifically approved by owner. Approval of the method shall not relieve the seller of full responsibility for good workmanship, application of the moisture seal in the approved manner and selection of materials used.

11. If connector or splice pull-outs occur at an average rate greater than one per strand mile of system built during the first twelve months following acceptance, the seller shall take remedial steps and shall continue to be similarly responsible as per Section I.F.

12. In all locations where two-two way splitters are designated on an electronic print for power splits in either the trunk or distribution cable, a three way splitter shall be used.

13. Metal terminators, with ground end of 75 ohm resistor soldered to F connector, shall be installed on all tap ports and water proofed.

14. The use of the SST or DST utility splicing tool or approved equivalent shall be used in all splicing.

V

CONSTRUCTION SUPPORT HARDWARE

A. Types of Materials.

1. All forged steel and iron hardware used shall be hot dipped galvanized, meeting specification ASTM-A153.
2. All steel support messenger used shall meet specification ASTM-A475-69T for 1/4 inch extra high strength, Class A Galvanized.
3. All copper clad hardware used shall not have less than fifteen mills thickness of copper coating, and shall not have extensive electroplating pits.
4. All wood products used shall be pressure treated to not less than ten pounds of preservative per cubic foot of wood. Approved preservatives are Creosote or Pentachloraphenol.
5. All other hardware materials not specified above shall be protected from environmental corrosion. These materials will be of the highest quality with a long life expectancy.
6. In any event dissimilar metals are joined, which will be a potential source for galvanic corrosion, one of the following must be adhered to: (a) bi-metal connectors shall be used for that particular application or (b) an oxide inhibiting compound shall be used, first application good for two years.
7. In no case shall friction or plastic tape be used to secure cables or hardware to each other or to support messenger for a permanent attachment.
8. All lashing wire will be .045" stainless steel lashing wire.

B. Anchors

1. All installation of anchors shall be coordinated with the Department of Public Works and all utility companies to insure that no damage will be incurred to their underground services.

2. Anchors and guy wires shall always be installed and tensioned prior to sagging any support messenger.

3. Temporary anchors shall always be installed at the end of any messenger run that is proposed for extension by the seller before sagging in messenger.

4. Auxiliary eye attachments to utility anchors will be allowed only when written permission is granted by the utility companies involved.

5. Eight inch screw anchors shall be installed in all locations where .750" or larger cables are used. All other anchors will be six inch screw anchors.

6. All screw anchors shall be screwed into the ground making certain at all times that the anchor rod is in line with the proposed guy wire.

7. Eye on anchor rod shall not exceed six inches above ground level. NOTE: Screw anchors are not allowed under G095, (California).

C. Guy Wires

1. All guy wires shall be installed and tensioned prior to sagging any support messenger.

2. Seller shall be responsible for damage to any utility poles or periphial equipment caused by raking poles.

3. All guy wires shall maintain proper clearances to insure safe passage of vehicles and persons.

4. Guy guards shall be installed whenever the guy wire presents a hazard to persons, vehicles, or animals who are likely to come in contact with guy wires accidently. If a guy is more than 3' from other guy guards a new guy guard must be installed.

5. All guy guards shall be plastic.

6. One quarter inch extra-high strength messenger shall be used in all locations unless otherwise specified by the utilities or other codes.

7. Five sixteenths high strength strand shall be used for all railroad and highway crossings.

8. Sidewalk guys shall be used in all locations where head room of eight feet is not available over sidewalks or lateral room is not available using normal guy wire installation techniques.

9. Span guys shall be used in locations where it is not feasible to install an anchor.

10. Two bolt guy clamps shall be used on all one-quarter inch messenger.

11. Serving sleeves shall be used on messenger ends where guy clamps are installed.

12. Strand shall be continuous to anchor where possible, otherwise the upper guy wire end shall always be bonded to support messenger at pole.

D. Poles - Wooden and Concrete

1. Owner shall acquire all road permits and easements required for setting poles.
2. Class 5 poles shall be used for all anchor and slack span attachments.
3. Class 6 poles shall be used for all inline poles.
4. Tops of all poles shall be pitched for drainoff of water.
5. Not more than two feet of pole shall extend above support hardware.
6. Not less than one foot of pole shall extend above support hardware.
7. Stainless steel, or galvanized fastening hardware (meeting ASTM-153 specifications) shall be used on all concrete poles.
8. All concrete pole attachments at anchor or main trunk line locations shall be drilled by authorized personnel using standard five-eights bolt construction.
9. Inline concrete pole attachments on feeder lines shall be bracketed using stainless steel three quarter inch banding or special brackets.
10. When drilling concrete poles, the following procedure shall be followed unless otherwise specified by owner of pole:
    (a) Drill a pilot hole through pole using carboloid drill bit. Then:
    (b) Using impact drill and carboloid drill bit eleven-sixteenths - bore hole from outside to center on each side of pole.

E. Bolts - Pole Attachments

1. All through bolts and eye bolts shall be of five-eighths inch construction.

2. At no time shall there be more than two inches of threaded bolt extending out beyond the outside of the square nut after the strand clamp has been securely fastened.

F. Suspension and Cross-over Clamps

1. All suspension clamps shall be of the three bolt flat back variety.

2. The lip of the suspension clamps shall always be below the through bolt and facing the pole.

3. Cross-over clamps, especially made for one-quarter inch messenger shall be used. Use of bushings or shims are not permitted to make a secure connection on standard cross-over clamps.

4. Curved suspension clamps shall be used for tangent pulls up through thirty-five degree angles as follows:

   (a) Straight run up to ten degrees, use a straight suspension clamp.

   (b) Any tangent pull from ten degrees to thirty-five degrees, use a curved suspension clamp.

5. All tangent pulls greater than thirty-five degrees shall use dead end construction techniques.

6. Curved suspension clamps shall always be placed on the threaded end of a through bolt. Dead end construction attachments may be attached to opposite end of through bolts.

7. Introducing tangent pulls at strand cross-overs shall not be done using normal cross-over clamps. Where change of direction is necessary, at a cross-over, to make lateral clearances, you shall use one three bolt guy clamp and one three bolt suspension clamp connected together with a five-eighths bolt and three nuts.

G. Cross-Arms

1. Wooden or hot dipped galvanized cross arms shall be used when necessary to make lateral clearances around trees and obstructions.
2. No wooden cross arms shall be installed on concrete poles; it will be necessary to use steel cross arms.
3. Where it is necessary to install a cross arm on a pole that has a tangent pull, a steel cross arm shall be installed.

H. Steel Support Messenger

1. All guy wires shall be tensioned prior to sagging in any support messenger.
2. One-quarter inch extra-high strength messenger shall be used in all locations unless otherwise specified by the utilities or other codes.
3. Five-sixteenths inch strand shall be used for all railroad crossings and highway crossings longer than 400 feet.
4. Messenger shall be under tension at all times when being pulled in.
5. All precautions shall be taken while pulling messenger to:
   (a) Prevent damage to other utility equipment and wires.

(b) Maintain clearances across roads and driveways and not jerk or flop messenger up into power.

6. No messenger shall be pulled with a vehicle unless accompanied by a tension release.

7. False deadend messenger attachments accompanied with guying shall be used in all locations where great differences in pulling tensions are required to maintain proper clearances and prevent raking of unguyed poles.

8. Where slight differences of pulling tension are required between pole spans, suspension clamps shall be tightened after messenger is sagged in.

9. All suspension clamps shall be tightened upon completion of installation of cable.

I. Molding and Guards

1. Wood or plastic molding shall be installed over the bottom eight feet of a vertical ground in all locations where accessible to the public.

2. Eight feet of steel, rigid PVC or "U" guard molding shall be installed over all underground cables making a vertical rise to overhead plant.

3. Plastic tree guards shall be placed in all locations where coaxial cables will be in contact with a foreign body which will apply enough pressure, shock, or rubbing action to damage coaxial cables over a period of time.

4. Wood or metal molding shall be banded around any messenger that is in tight contact with tree limbs or trunk. This will prevent tree from growing around messenger.

J. Bonding and Grounding

1. Support messenger shall be bonded to a vertical ground at first, last and every tenth pole except in areas of high electrical storms where every first, last and fifth pole shall be bonded.

2. Every amplifier location, including line extenders and power supplies shall be bonded to a vertical ground.

3. All guy and span guy messenger shall be bonded to the support messenger.

4. All CATV support messengers and guy wires attached to the same pole shall be bonded together.

5. The utility companies vertical grounds shall be used for bonding whenever available. (The telephone messenger is not to be considered as a ground).

6. The CATV messenger shall be bonded to the telephone company messenger by authorized personnel where a vertical is present. (Not to exceed approximately every 5th pole unless required by other codes).

7. A guy bonding clamp shall be used on all anchor rods to insure a solid connection between guy wire and anchor rod.

8. Materials to be used for bonding and grounding are:

   (a) Number 6AWG solid soft drawn bare copper wire.

   (b) Copper or copper clad staples.

   (c) Plastic or wood molding used at the bottom eight feet of pole where accessable to the public.

   (d) Ground rods five-eighths by eight foot copper clad steel.

(e) Ground rod clamps - bronze using non-galvanic locking bolt.

(f) All bonding clamps shall be non-galvanic materials, or have special bi-metal spacers used in connectors to prevent corrosion when bonding two dissimilar metals.

9. Top of ground rod shall be not less than four inches below the service of earth.

10. Ground rod clamps shall be treated with an oxide inhibiting compound before being buried.

11. All bonding clamps and equipment bonds shall be treated with an oxide inhibiting compound.

12. In no instance shall dissimilar metals be placed in the same side of a bonding clamp together, i.e., strand tail and copper wire. Separator clamps will be used.

K. Protection from Moisture, Corrosion and Galvanic Action

1. Moisture, galvanic action and corrosion are sometimes serious problems and must be considered. There are tight specifications that must be met concerning system performance, radiation and RFI-EMI ingress. Since the seller is required to meet these specifications, we feel the seller should bid this contract using his own methods for prevention of moisture, ingress of water, galvanic action and corrosion. Methods to be used for prevention of water absorption, moisture, galvanic action and corrosion must be submitted at time of bid for owners approval.

2. Areas of concern for these preventative measures are:

(a) Moisture in cable connectors, passive devices and electronic equipment.

(b) Corrosion of all bonding points, center conductors of coaxial cables, cable connectors, passive devices, and electronic equipment.

(c) Galvanic action on all bonding and grounding locations, joining of dissimilar metals, connector threads, cable lashing clamps, etc.

(d) All cable ends shall be water proofed and capped from time of installation up through splicing. All cable ends of cable reels shall be water proofed and capped at all times when not being used.

L. Underground Construction

There will be times when it will be necessary to make underground ties between pole lines. It will be the seller's responsibility to install these ties.

1. Owner will acquire all street opening permits and easements.
2. All underground construction shall not be less than 18 inches deep or as locally required.
3. All road crossings shall meet National Electrical Safety Code minimum depth requirements as well as those specified by city or county offices.
4. All conduit used for road crossings shall be galvanized steel pipe or rigid PVC conduit (local conditions may require steel).
5. No water or air jetting is permissible. All conduit shall be jacked or bored.
6. Conduit shall extend five feet out from each edge of pavement.
7. Galvanized steel conduit or rigid PVC (as required) shall be used under all public driveways. (min. 1-1/2" diameter).

8. Plastic conduit shall be used under all private driveways.

9. All pedestals shall be of the lockable type using padlocks. Owner will furnish padlocks.

10. Jacketed coaxial cable, with flooding compound, shall be used for all underground ties.

11. Jacketed coaxial cable shall be run from top of riser pole to top of riser pole.

12. Steel cable guard, rigid PVC or "U" guard molding shall be used on the first eight feet of cable on each riser pole.

13. No splices are permitted underground.

14. All sod, shrubs, and flowers shall be put back in same condition or better than before digging.

15. All cables shall be tagged as to their identity.

VI

OPERATING MAPS, MANUALS, AND RECORDS

A. System Maps

A complete set of system maps, as built and accepted, shall be provided as part of completion of each area. Maps shall show:

1. Any changes that have been made which were not specified on the original strand or electrical prints. (Any changes made must be approved in writing by ATC Engineering prior to construction).
2. Locations of all splices.
3. Locations of all owner vertical grounds.
4. All locations where owner has the only anchor.
5. Detailed as-builts of underground ties, showing exact route and depth of cable.

B. System Activation Records

A complete set of system measurements and equipment serial numbers shall be provided as part of completion of each area. Records shall include the following:

1. Date, time of day, approximate temperature, and type and serial number of test equipment used.
2. Input and output signal levels at all amplifiers, bridgers, and line extender locations as read at the highest channel of design, slope control pilot and channel 2(55.25 MHz.)
3. Signal level readings to all distribution line terminations, taken off last directional tap port, made at the highest channel of design and channel 2(55.25 MHz).

4. RMS voltage measurement at all power supplies, amplifiers, bridgers, and line extenders.

5. DC measurements at unregulated test point at all amplifier locations.

6. Serial numbers of all equipment and modules by location.

7. Radiation measurements by locations (three per phase). NOTE: These measurements will be used in the 60 day and eleven month tests for comparison.

8. RFI ingress measurements by locations as per the test method agreed upon in Section II.D.9 (one measurement for each trunk line between amplifiers, and one for each bridger distribution output). NOTE: These measurements will be used in the 60 day and eleven month tests for comparison.

9. Total accumulative measurement of RFI in each area. NOTE: These measurements will be used in the 60 day and eleven month tests for comparison.

10. Total reflection and echo delay measurements at end of each area turned on. Visual checks of TV pictures will determine whether or not a measurement is warranted. NOTE: These measurements or checks will be used in the 60 day and eleven month tests for comparison.

11. Proof measurements for each phase turned on in both the forward and reverse direction consisting of:

    (a) Cross modulation level.

    (b) Carrier to noise ratio.

    (c) Second order distortion.

    (d) Worst case harmonic distortions.

(e) Hum modulation.

(f) Sweep response across the forward frequency spectrum.

12. System proof of performance measurements shall be turned over to owner after acceptance of each phase.

C. Operating Manuals

Three complete sets of instruction manuals correctly describing all equipment used shall be supplied prior to contruction beginning. Included in these manuals should be the following:

1. Physical and technical description.
2. Nominal specifications.
3. Installation instructions.
4. Operating instructions.
5. Alignment and adjustment procedures including bench testing procedures.
6. Schematic diagrams, fully corrected to conform to equipment actually installed.

D. Technical Training

An on-site technical training seminar will be held for the benefit of ATC's technical staff.

VII

CONTRACTOR DECORUM

A. No loud or abusive language shall be used in the field where the public will be able to hear.

B. At no time shall a lineman climb fences where there is a possibility of damages to same.

C. At no time shall a lineman climb a tree using climbing gaffs.

D. If a home owner is available, permission shall be obtained before entering back yard easements. (Prior notification is suggested that the contractor will be there).

E. Permission shall be obtained from owner any time a cable or strand trailer is placed on their property.

F. All personnel shall immediately report damages of people's property to the Cablevision office.

G. All scrap materials shall be picked up daily prior to leaving a job site. Items such as cable ends, lashing wire, limbs, empty cable reels, soft drink bottles, etc. (OSHA requirement).

H. The construction supervisor or one of his personnel shall be available on a twenty-four hour a day, seven day a week basis in case of emergency. A lot of plant will belong to the contractor, it is his responsibility to keep it repaired.

VIII

ACCEPTANCE OF PLANT AND WARRANTY PERIOD

A. Initial Acceptance of Plant

(Should be verified by Regional or Corporate Engineer)

Each area of construction that is completed by seller and ready for owner acceptance shall meet the following criteria, under final testing:

1. The plant must meet all technical specifications as indicated in Parts II and III.
2. The plans must meet all physical specifications as indicated in Parts IV and V.
3. All operating maps, manuals, and records must be turned over to owner as specified in Part VI.
4. Input signal levels of amplifiers given to owner will be compared to the theoretical design of system prints. Should any significant discrepancies exist they shall be checked out to determine proper course.
5. Output signal levels of termination tap readings given to owner will be compared to the theoretical design of system prints. Should any signficant discrepancies exist they shall be checked out to determine proper course.
6. RMS and DC voltage measurements given to owner will be compared to the theoretical design of system. Should any significant discrepancies exist they shall be checked out to determine proper course.
7. Ghost or echo tests will be conducted to insure all equipment return losses are good and cable is not defective.

8. EMI-RFI and Radiation tests will be conducted to insure a secure electrical system.

B. 60 Day Tests

1. After 60 days from acceptance of a given area, RFI-EMI, radiation, moisture, corrosion and galvanic action inspections will be made.
2. The initial acceptance records shall be used as a reference in these inspections.
3. The RFI-EMI levels shall not be more than 2 dB amplitude than the initial acceptance records.
4. EMI-RFI and radiation tests will be conducted to insure a secure electrical system.
5. If any of the sampled locations fails to meet requirements, seller shall check out entire span of trunk or feeder cable to determine course and correct at no cost to owner.
6. This process of inspection and correction will continue until a sample of one location per mile of trunk and/or feeder can be accepted as representative of the entire system.
7. All trunk lines or feeder lines that did not meet specifications and had to be reworked shall have new warranty periods as per Section I.F.
8. 60 day test will be made by owner.

C. Eleven Month Inspection

1. After eleven months from initial acceptance of a given area, another inspection will be made to insure that correct materials and moisture corrosion and galvanic preventative methods used agree with the specifications set forth in this entire set of construction guidelines.

2. EMI-RFI and Raditation tests will be conducted to insure a secure electrical system.

3. If any of the sampled locations fail to meet requirement, seller shall check out entire span of trunk or feeder cable to determine cause and correct at no expense to the owner.

4. This process of inspection and correction will continue until a sample of one location per mile of trunk and/or feeder cable can be accepted as representative of the entire system.

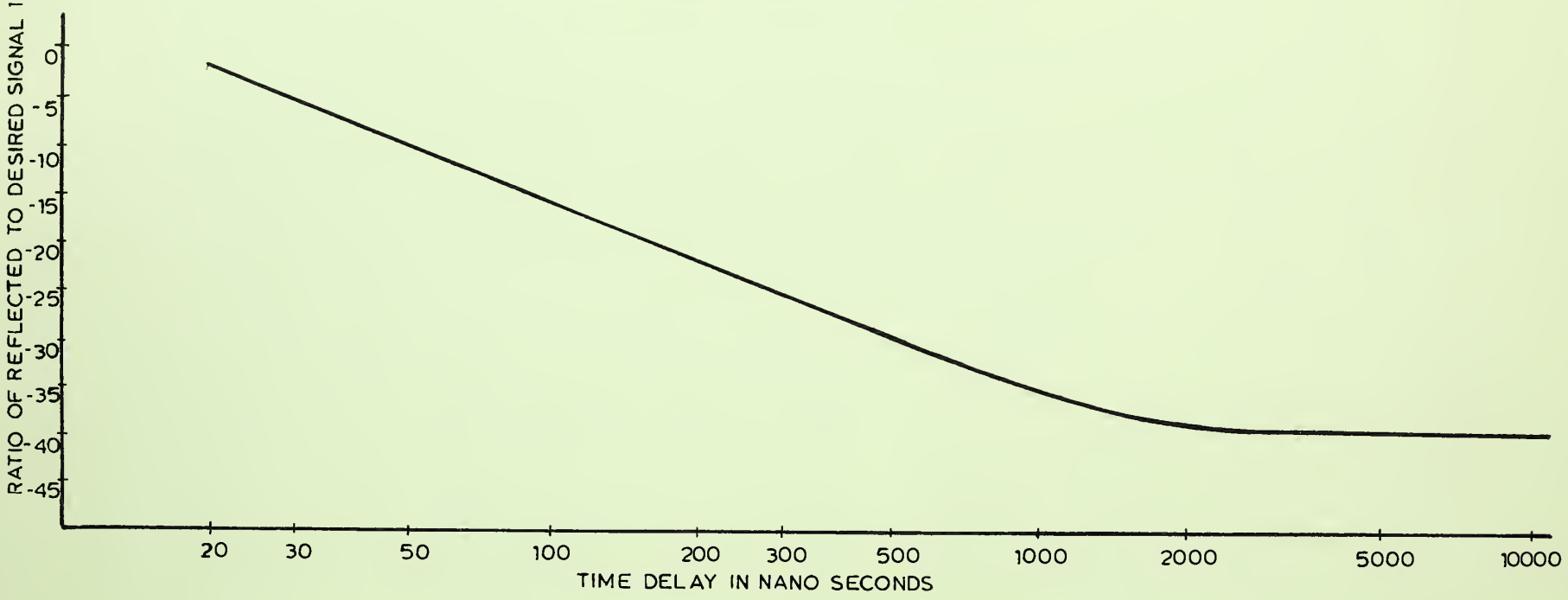
5. A new warranty period as per Section I.F. will commence on all trunk and feeder lines that did not meet the above requirements.

6. Eleven month inspection will be made by owner.

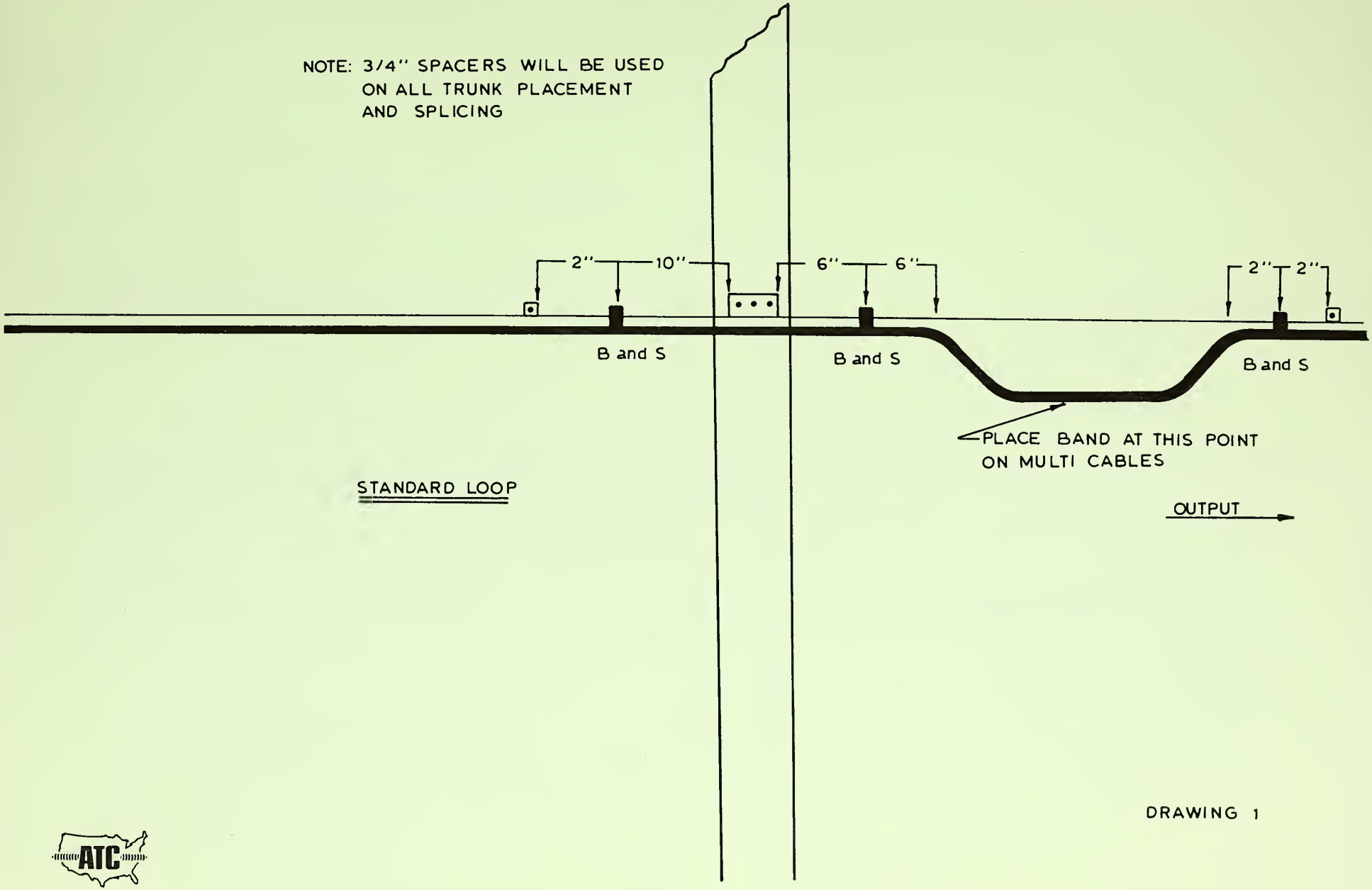
Schedule A

ECHO RATING

TOLERABLE RATIOS OF REFLECTED TO DESIRED SIGNAL (dB) AS A FUNCTION OF REFLECTED SIGNAL DELAY

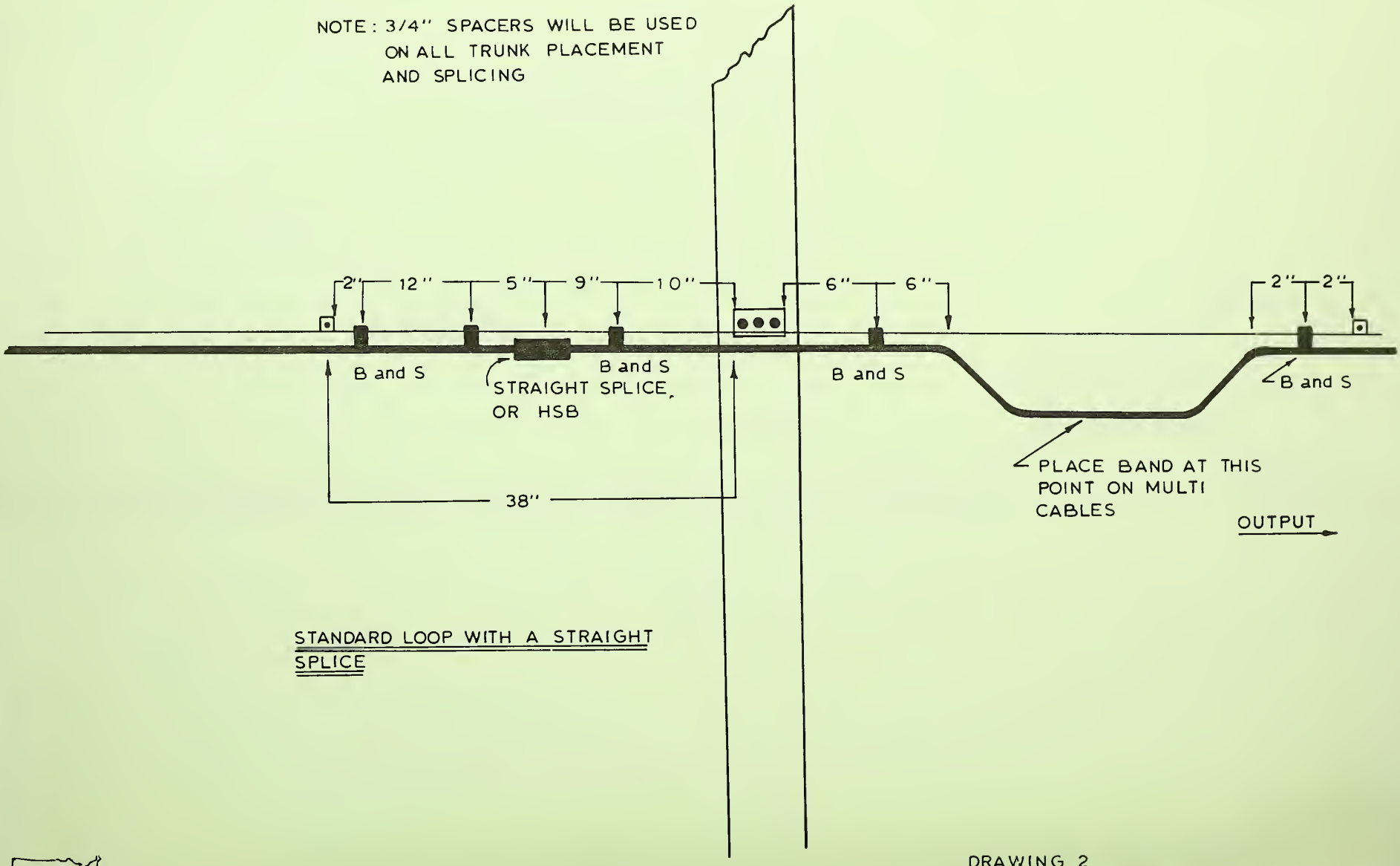


NOTE: 3/4" SPACERS WILL BE USED
ON ALL TRUNK PLACEMENT
AND SPLICING



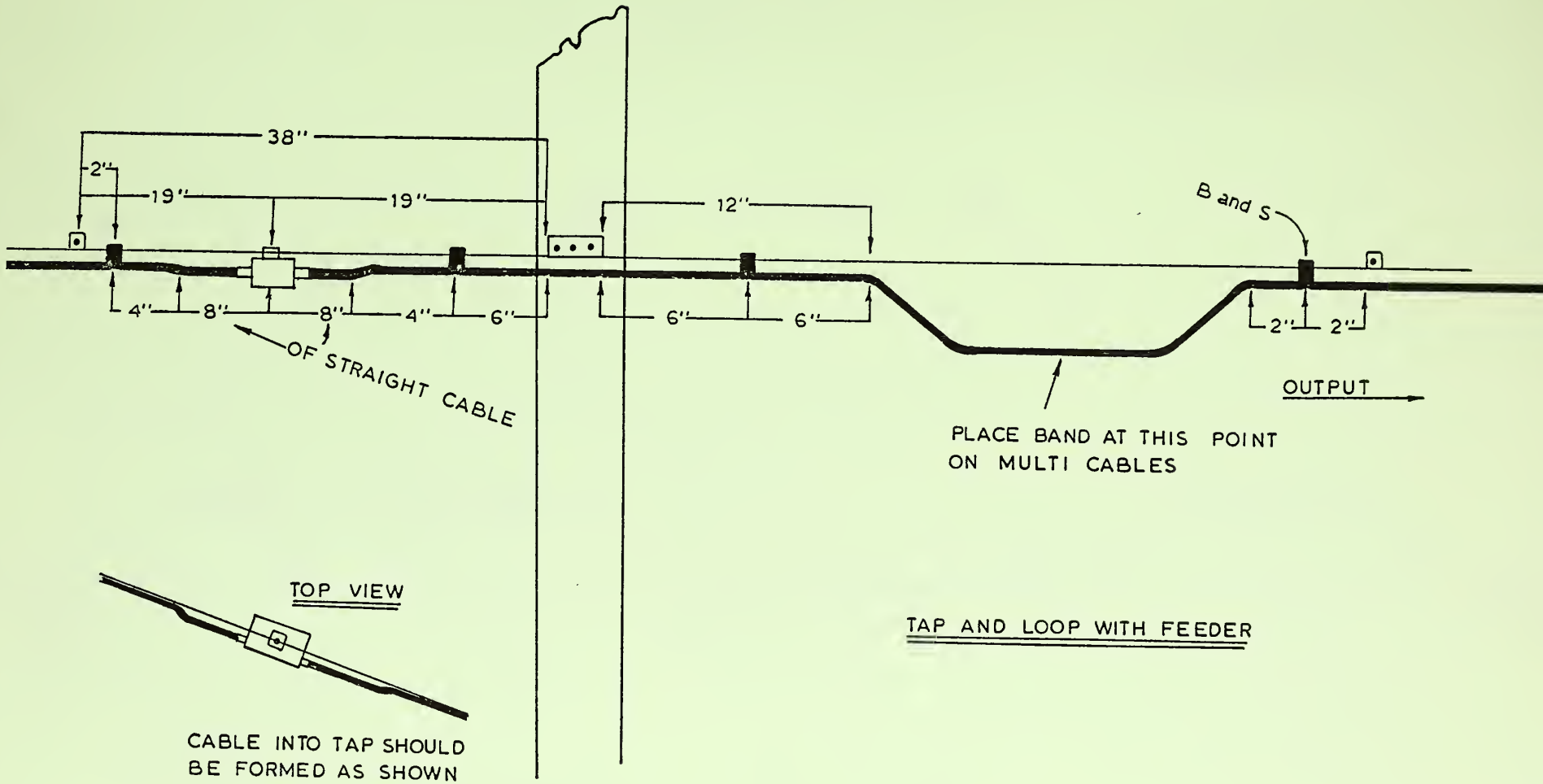
STANDARD LOOP

DRAWING 1



STANDARD LOOP WITH A STRAIGHT SPLICE

DRAWING 2

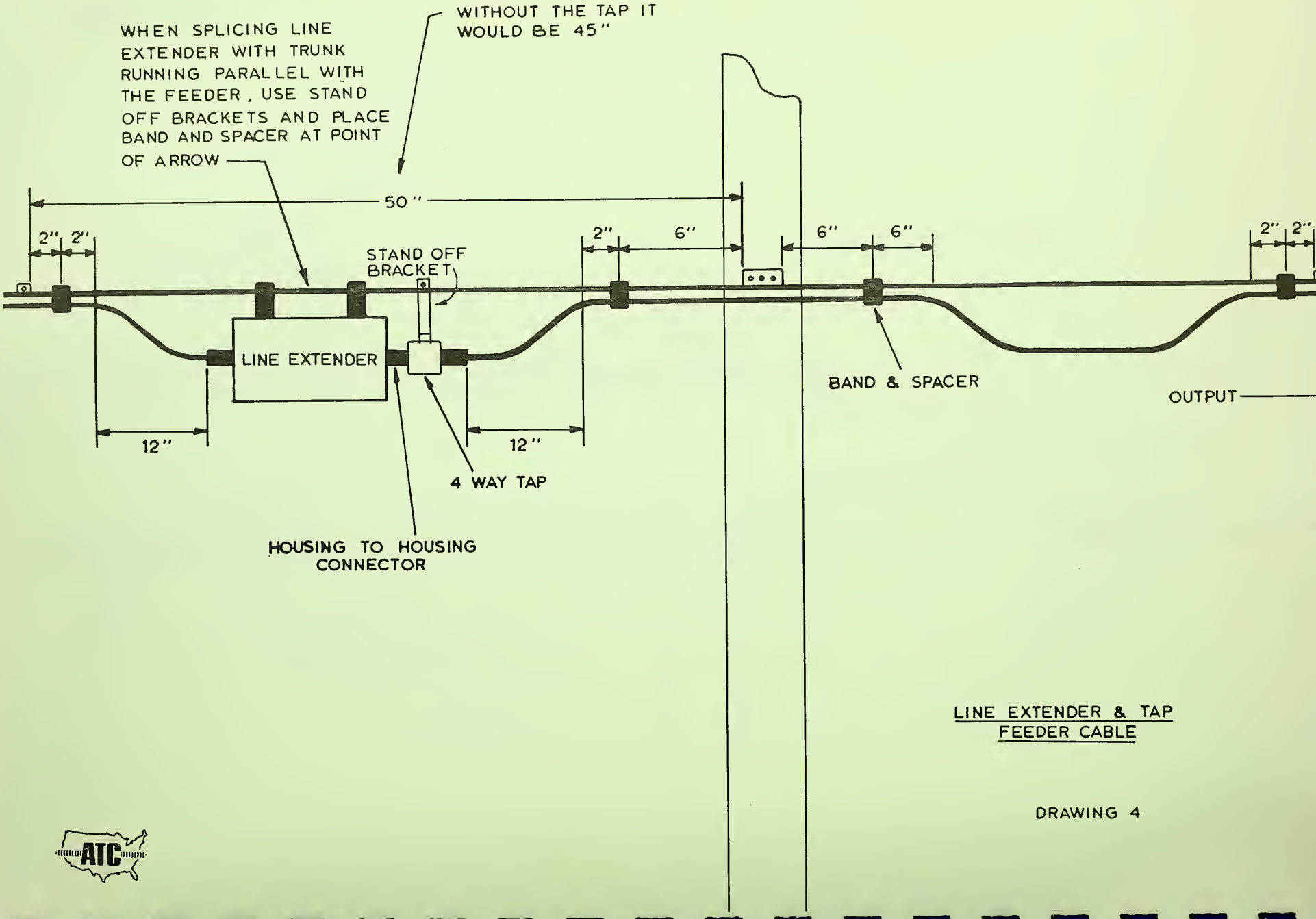


CABLE INTO TAP SHOULD
BE FORMED AS SHOWN

TAP AND LOOP WITH FEEDER

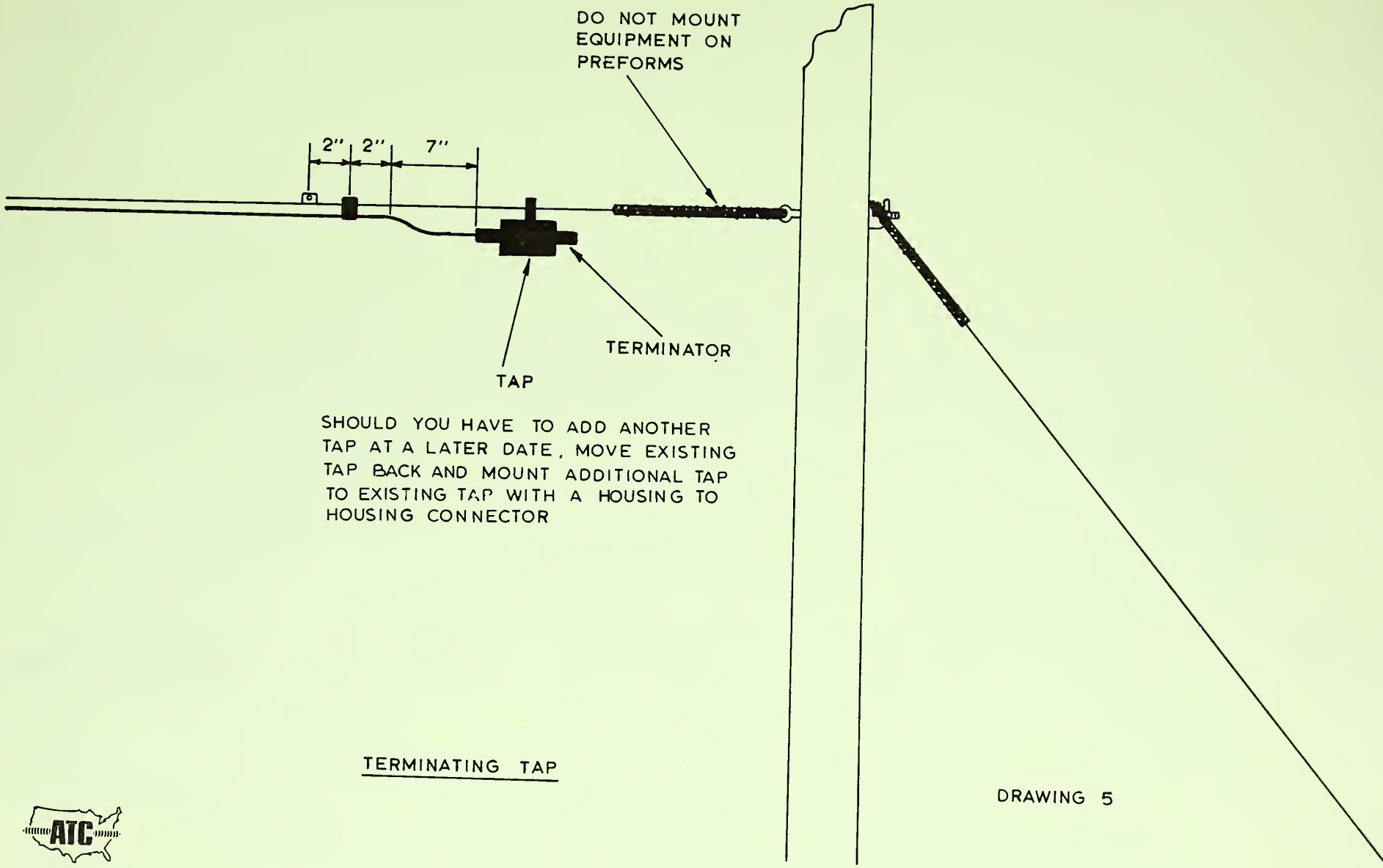
ATC

DRAWING 3



LINE EXTENDER & TAP
FEEDER CABLE

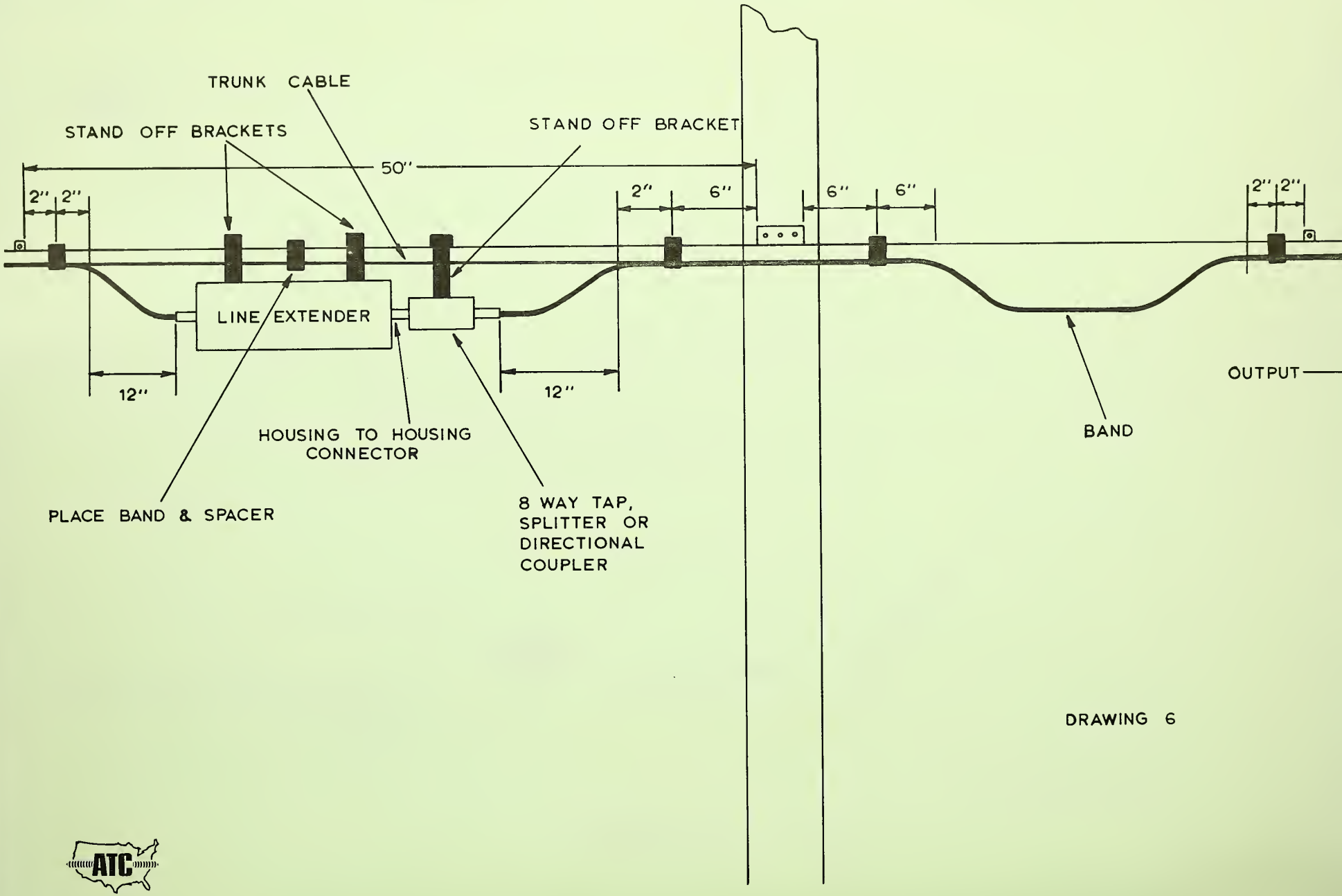
DRAWING 4



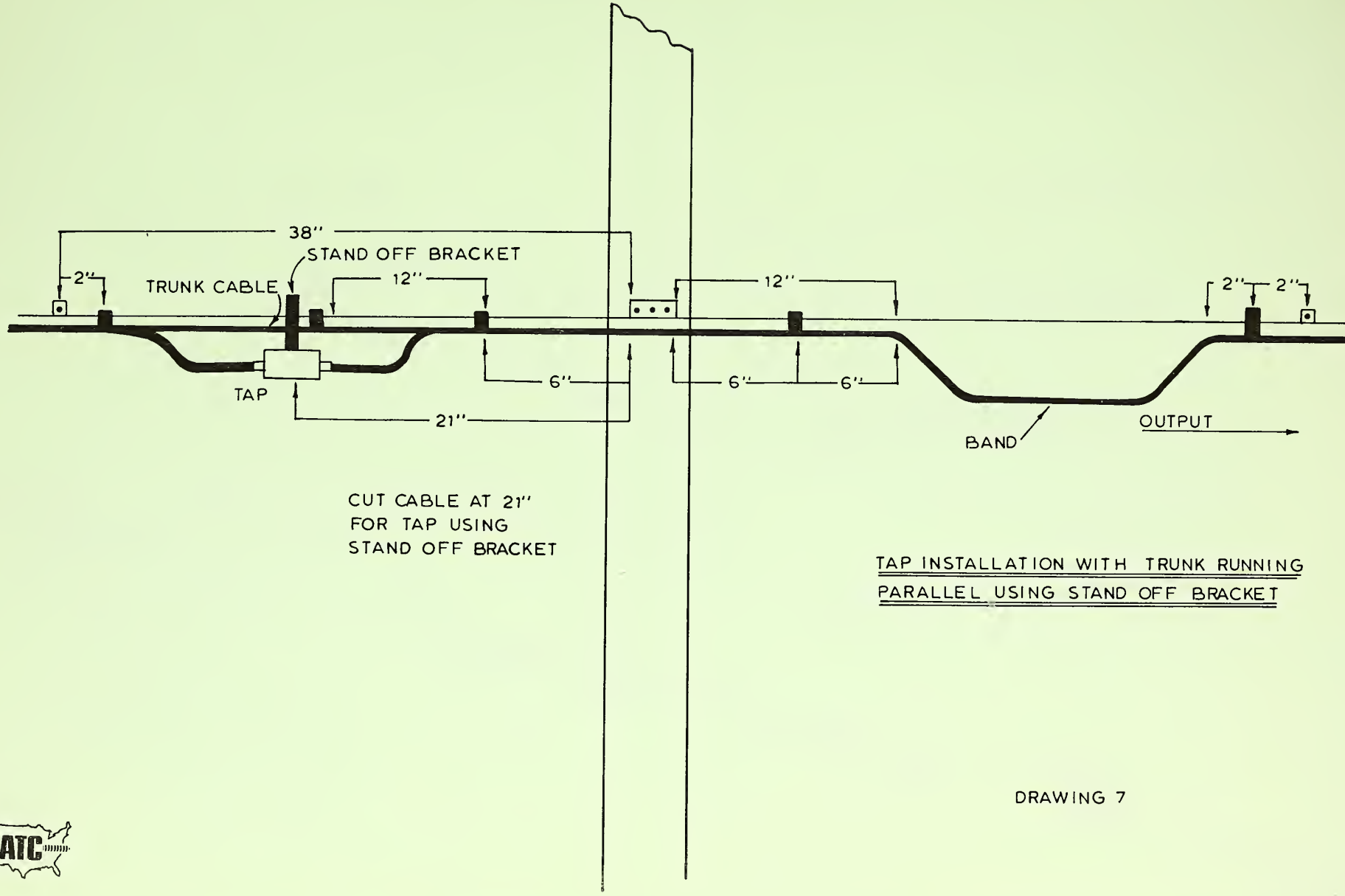
SHOULD YOU HAVE TO ADD ANOTHER TAP AT A LATER DATE, MOVE EXISTING TAP BACK AND MOUNT ADDITIONAL TAP TO EXISTING TAP WITH A HOUSING TO HOUSING CONNECTOR

TERMINATING TAP

DRAWING 5


TRUNK CABLE
STAND OFF BRACKETS
STAND OFF BRACKET
50"
2" 2"
2" 6"
6" 6"
2" 2"
LINE EXTENDER
12"
12"
OUTPUT
HOUSING TO HOUSING CONNECTOR
BAND
PLACE BAND & SPACER
8 WAY TAP, SPLITTER OR DIRECTIONAL COUPLER

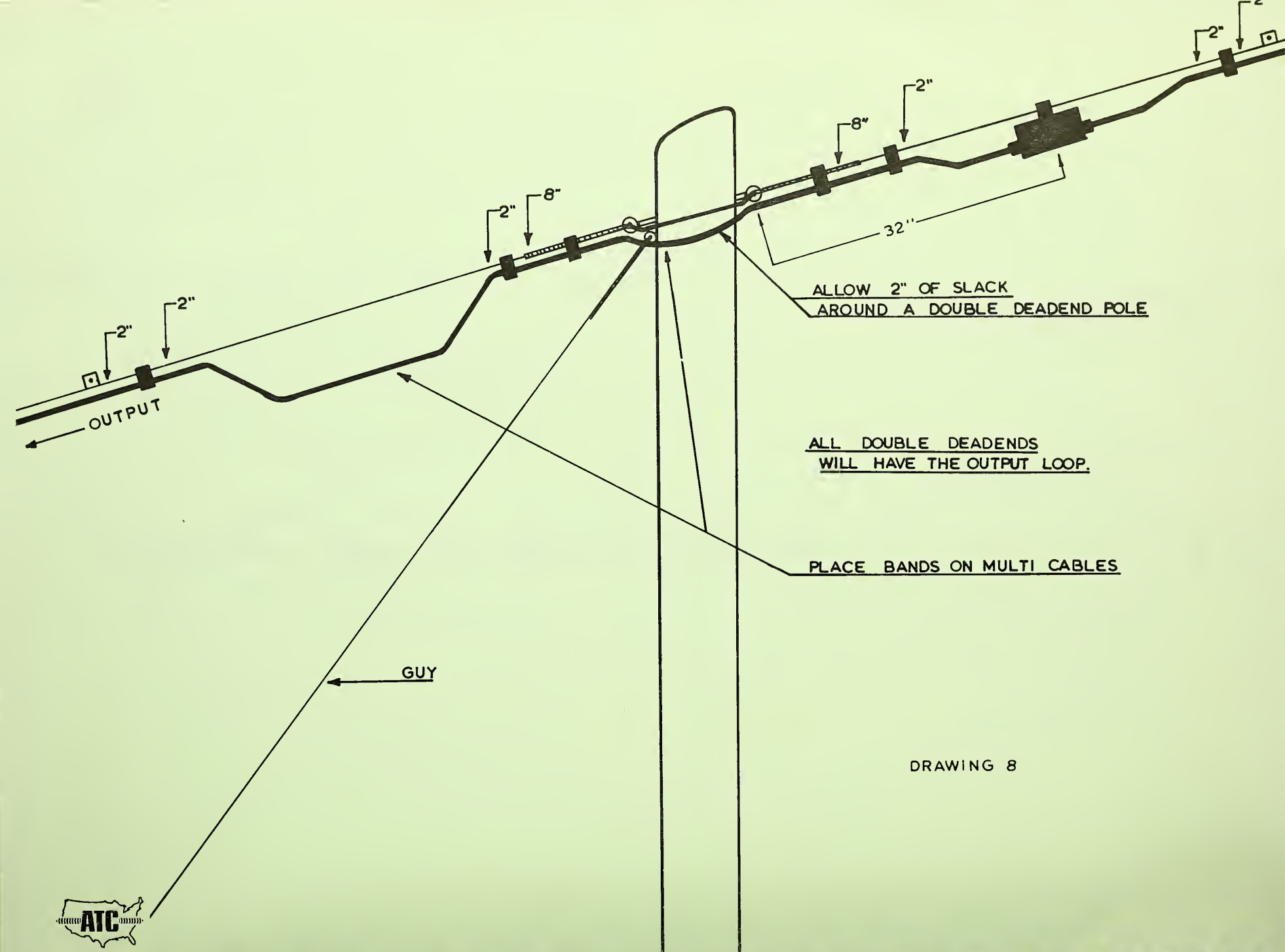
DRAWING 6



CUT CABLE AT 21"
FOR TAP USING
STAND OFF BRACKET

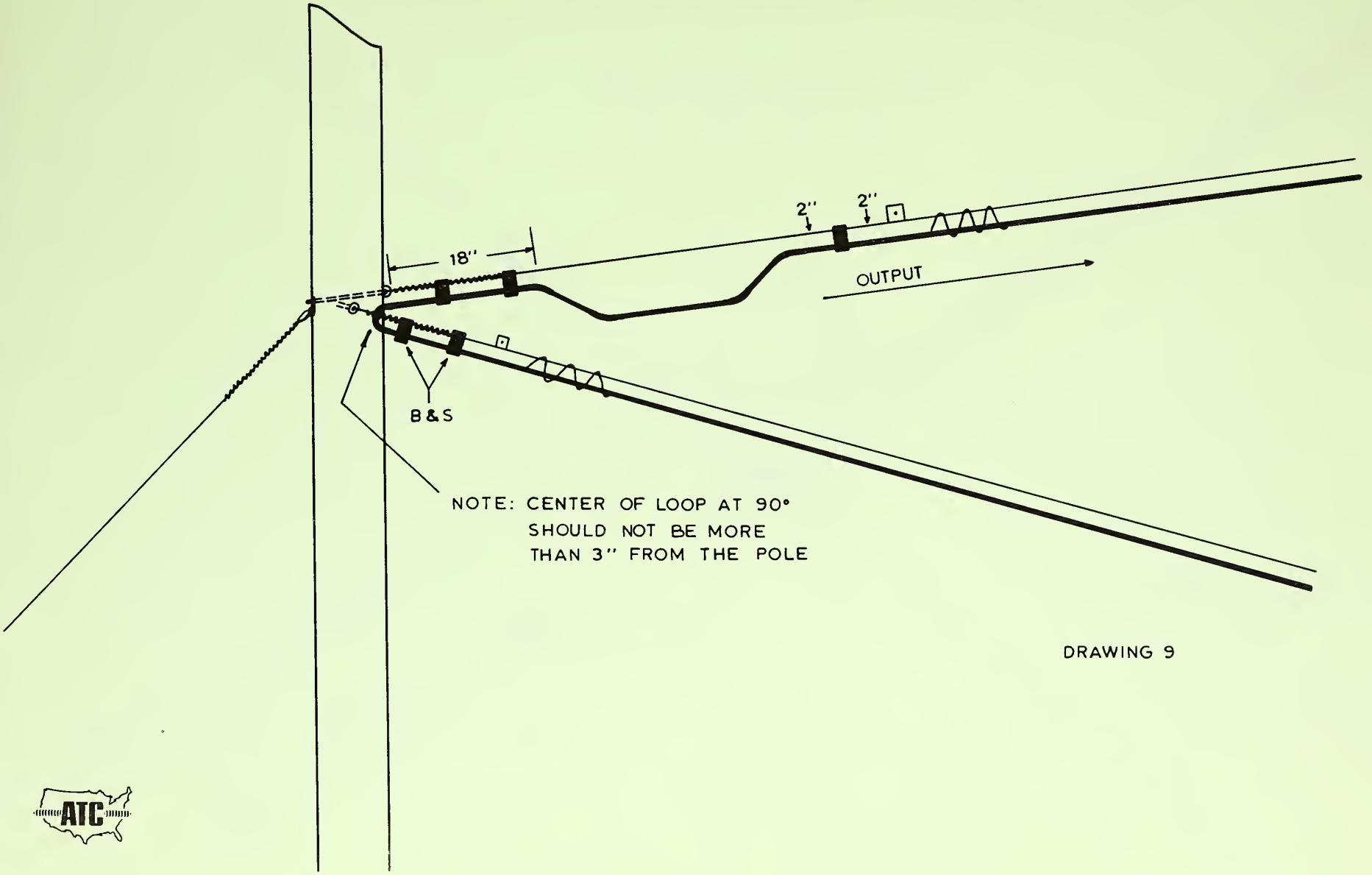
TAP INSTALLATION WITH TRUNK RUNNING PARALLEL USING STAND OFF BRACKET

DRAWING 7


2"
2"
8"
2"
2"
8"
2"
32"
OUTPUT
ALLOW 2" OF SLACK
AROUND A DOUBLE DEADEND POLE
ALL DOUBLE DEADENDS
WILL HAVE THE OUTPUT LOOP.
PLACE BANDS ON MULTI CABLES
GUY
ATC

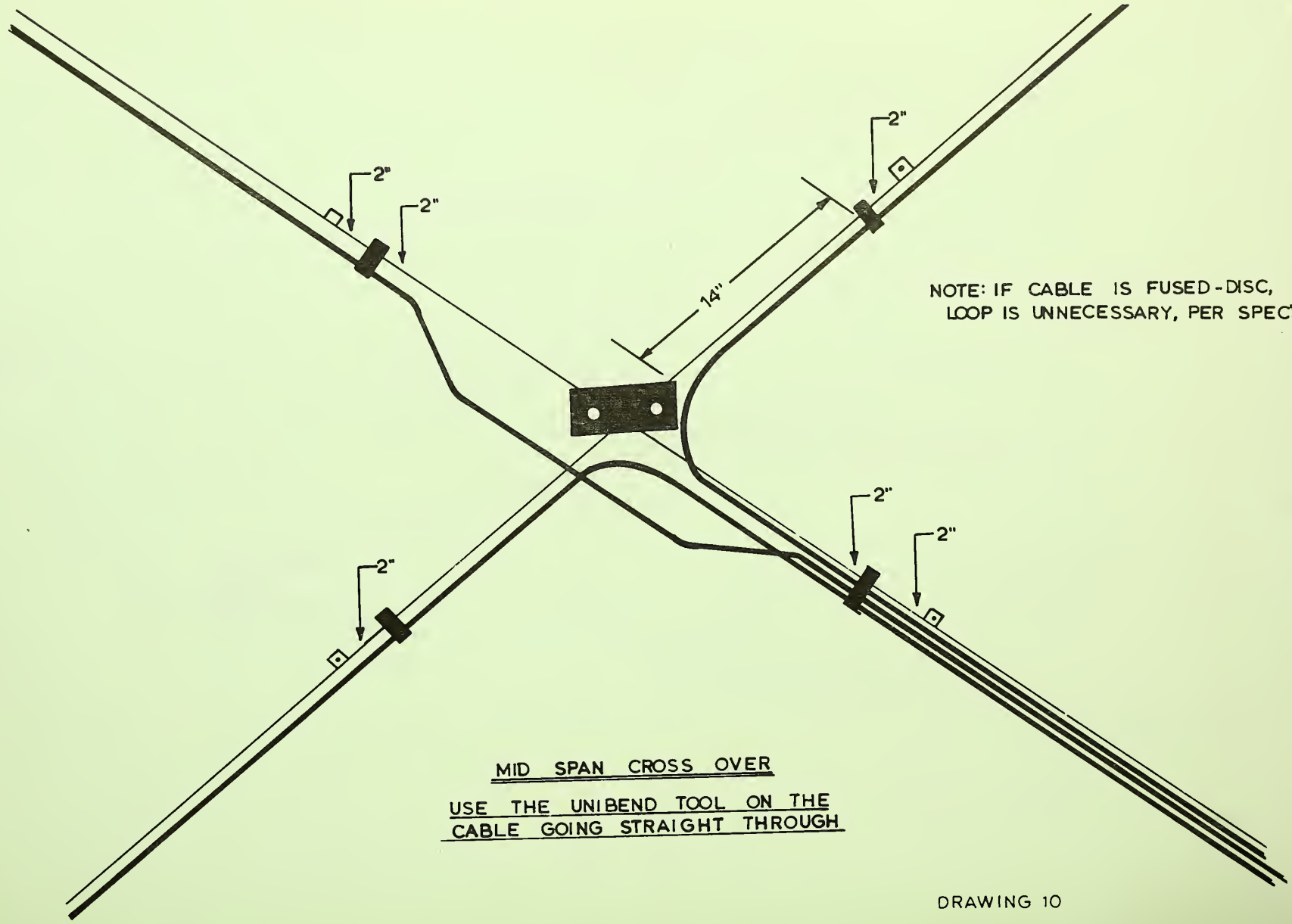
DRAWING 8

90° CORNER POLE WITH LOOP ON OUTPUTSIDE 18" FROM HARDWARE
WITH TWO BANDS AND SPACERS ON EACH PREFORM



DRAWING 9

ATC



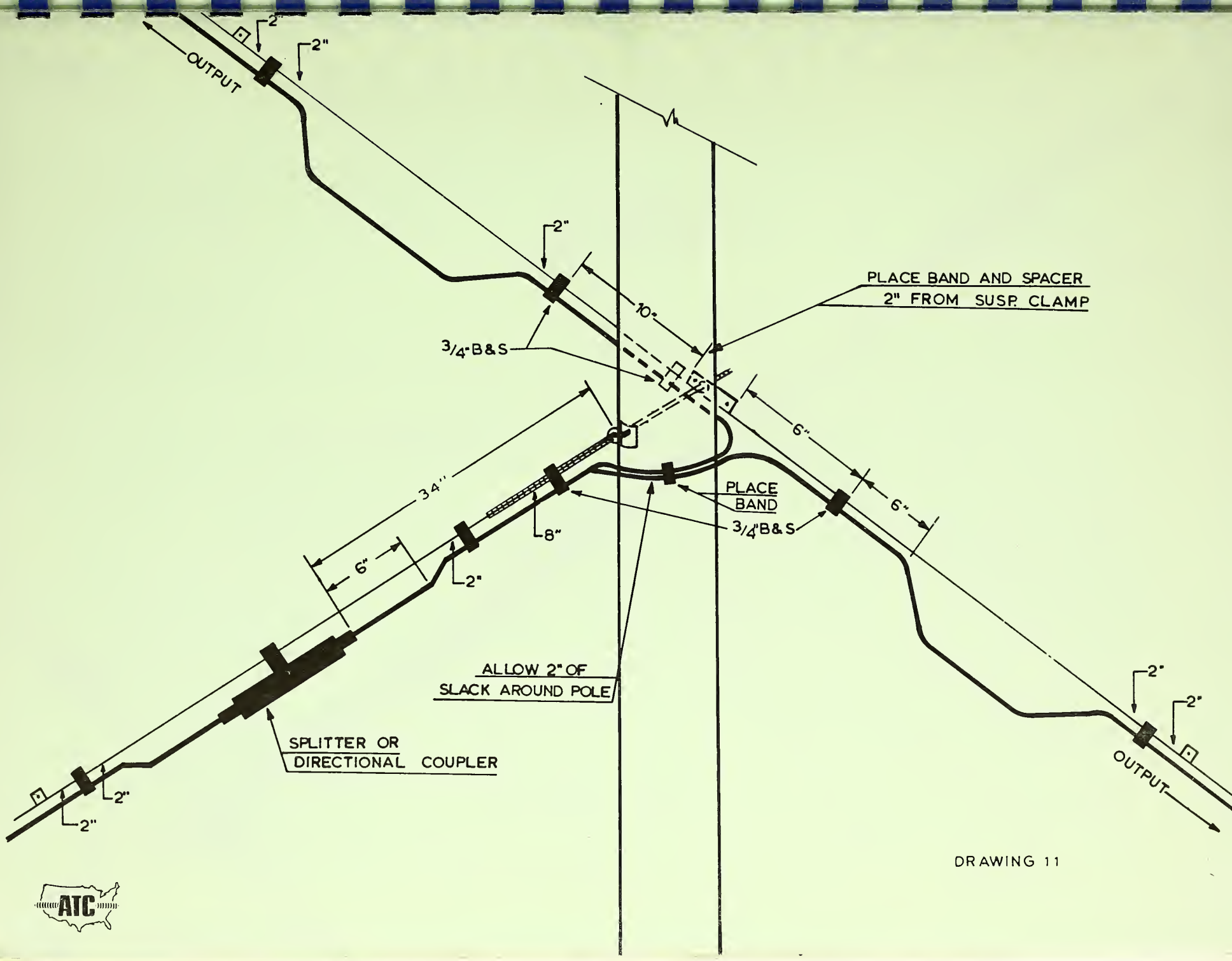
NOTE: IF CABLE IS FUSED-DISC, LOOP IS UNNECESSARY, PER SPEC'S

MID SPAN CROSS OVER

USE THE UNIBEND TOOL ON THE CABLE GOING STRAIGHT THROUGH

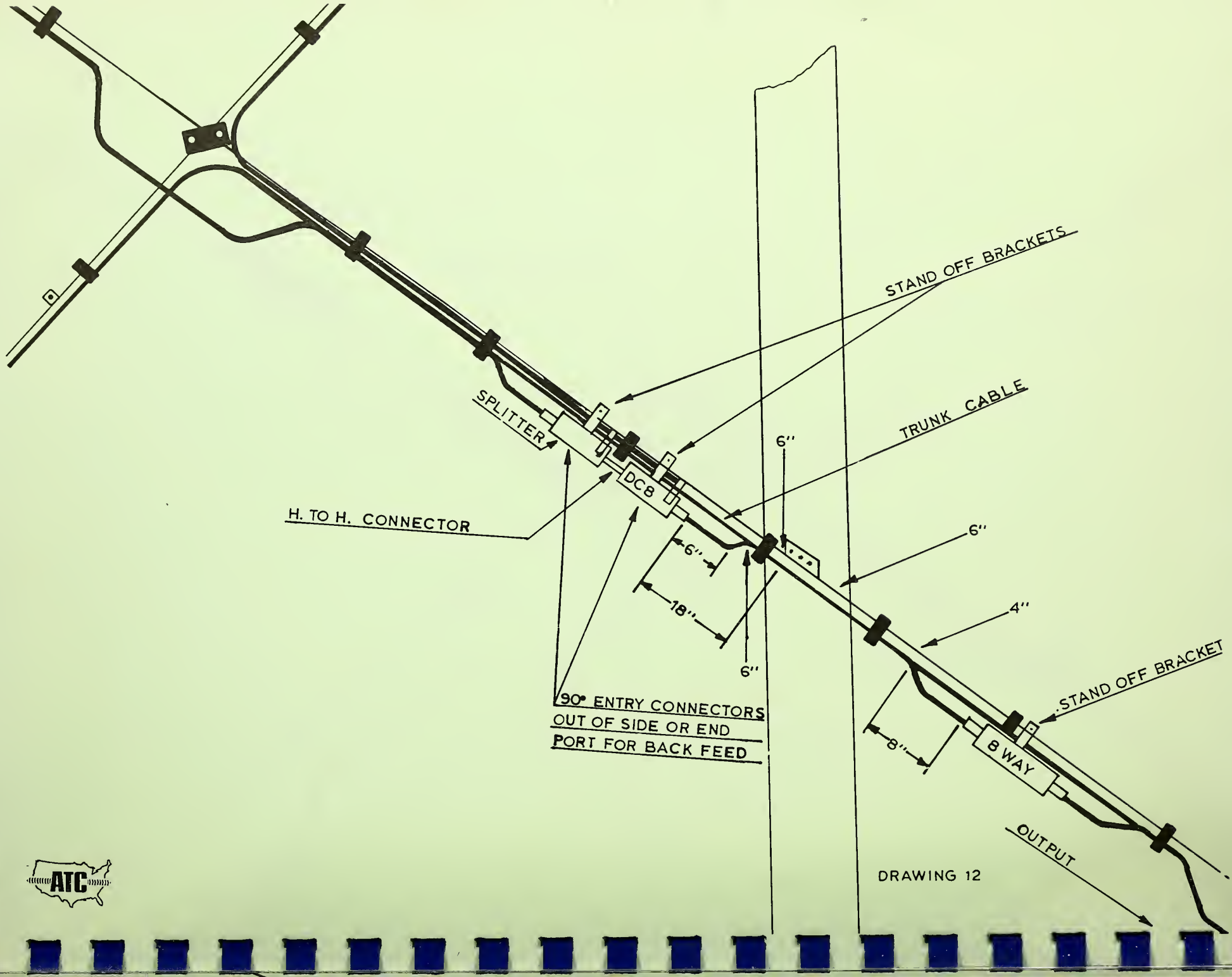
DRAWING 10

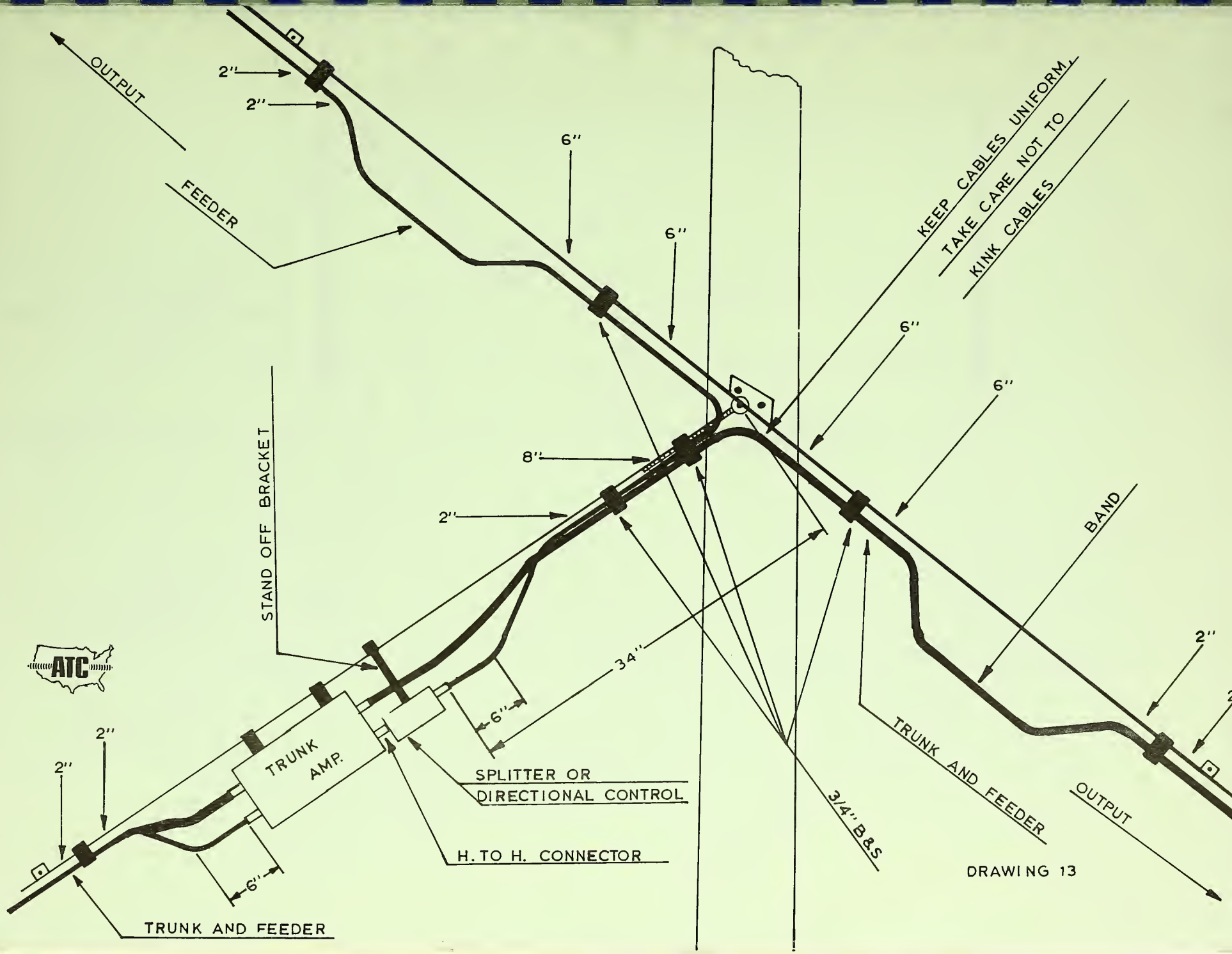
ATC



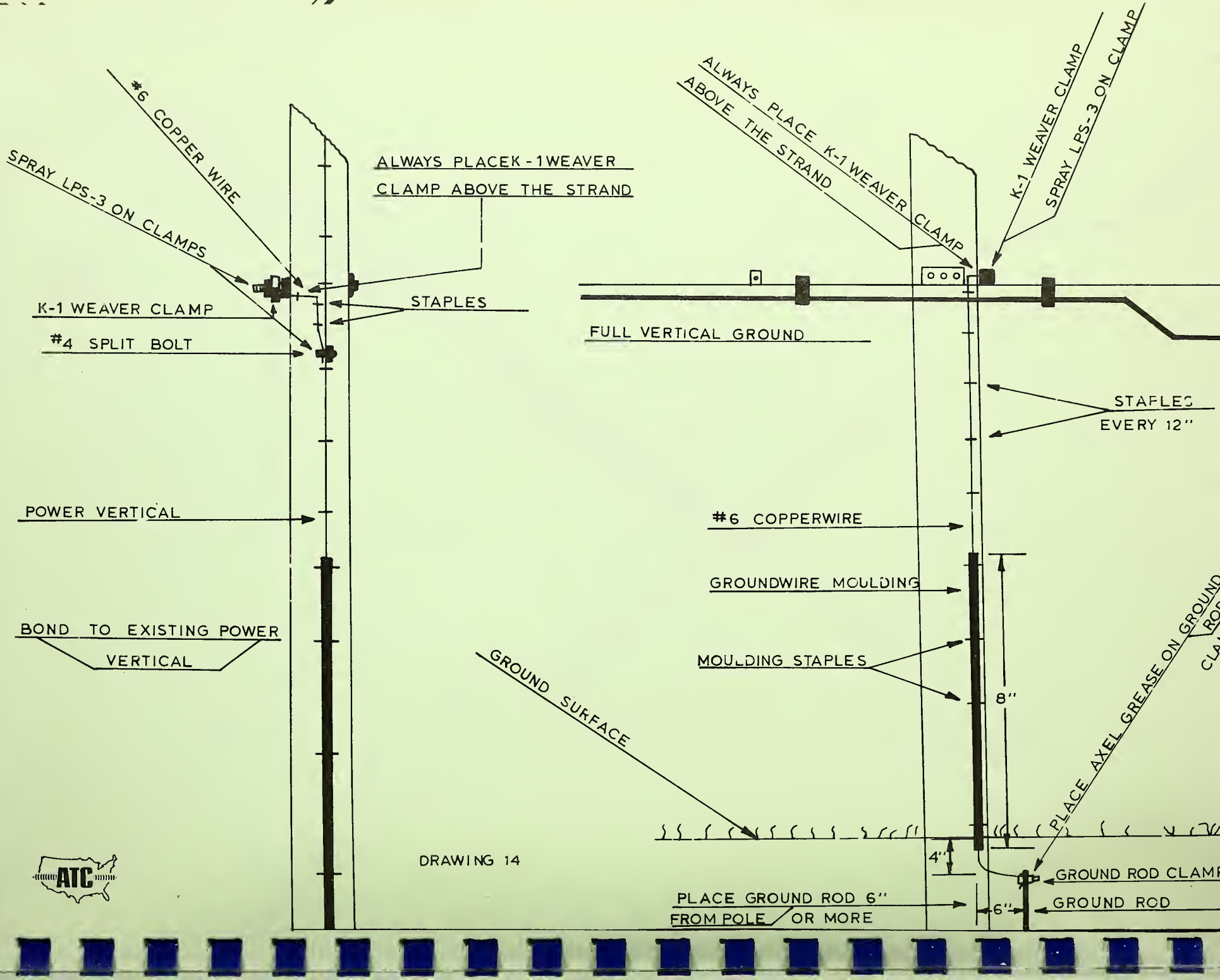
DRAWING 11

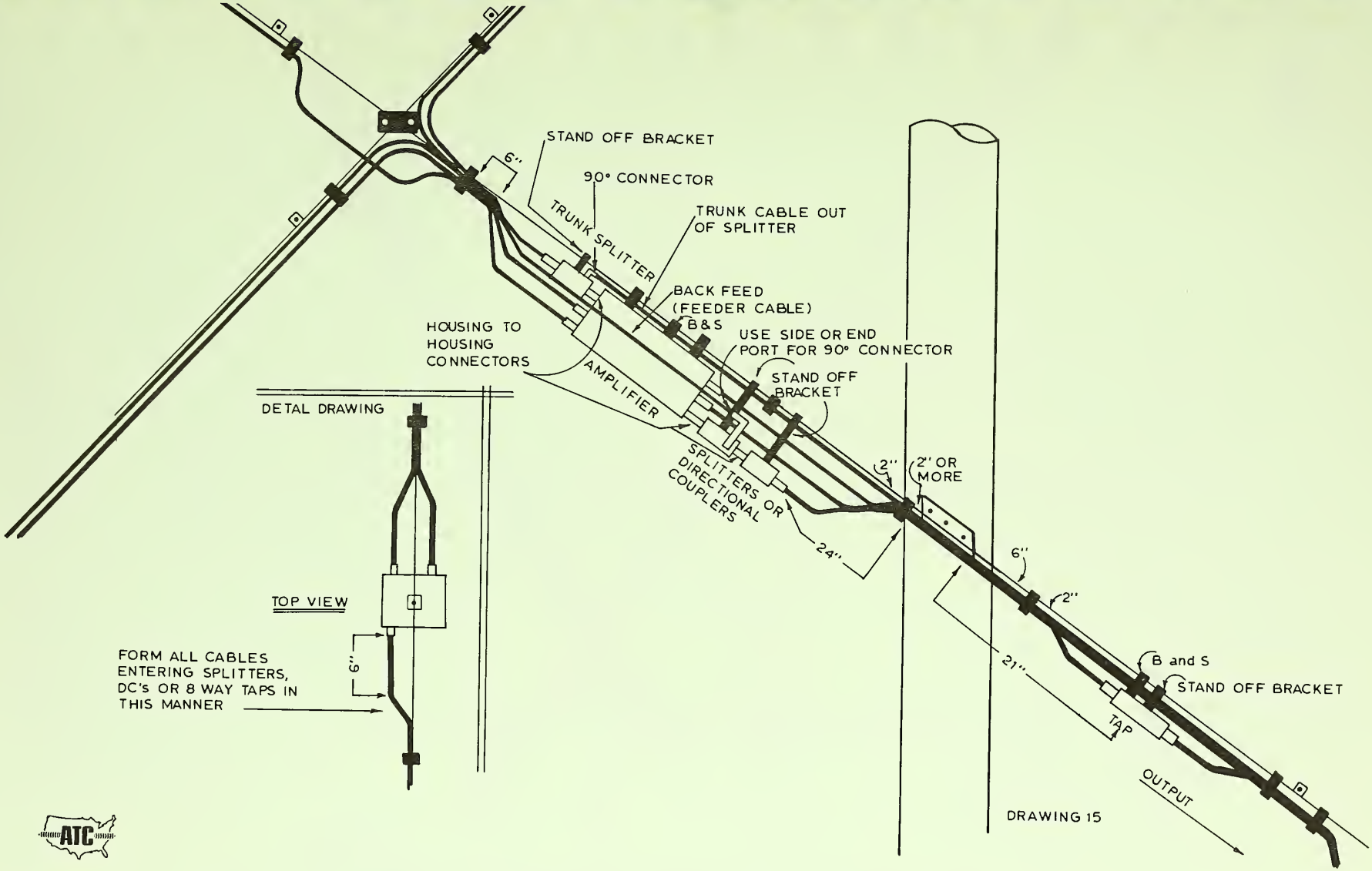
ATC

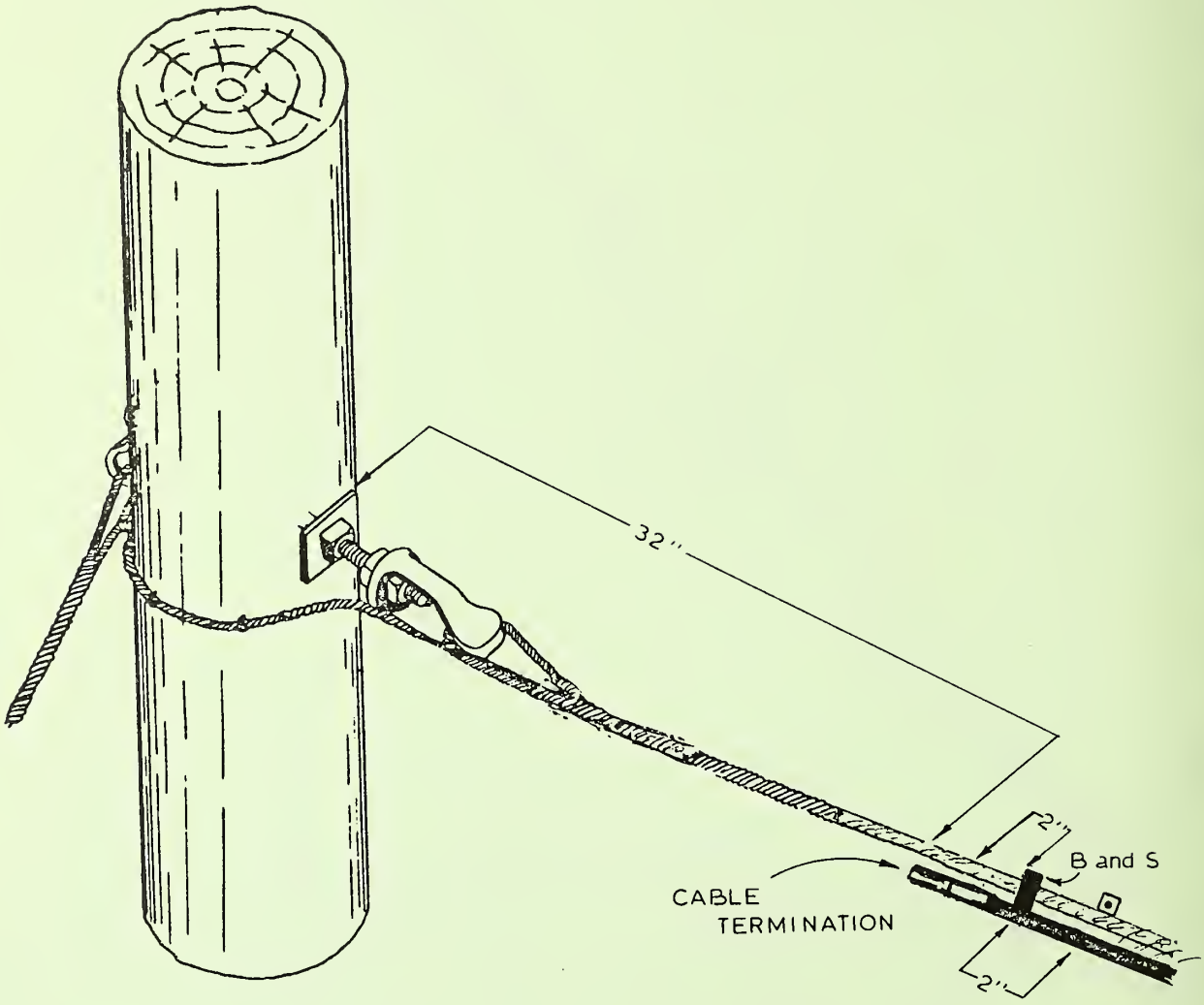

STAND OFF BRACKETS
SPLITTER
TRUNK CABLE
DC8
6"
H. TO H. CONNECTOR
6"
6"
18"
4"
6"
90° ENTRY CONNECTORS
OUT OF SIDE OR END
PORT FOR BACK FEED
STAND OFF BRACKET
8"
8 WAY
OUTPUT
ATC
DRAWING 12


OUTPUT
2"
2"
6"
6"
FEEDER
KEEP CABLES UNIFORM
TAKE CARE NOT TO
KINK CABLES
6"
6"
8"
2"
STAND OFF BRACKET
BAND
2"
34"
6"
2"
2"
TRUNK
AMP.
SPLITTER OR
DIRECTIONAL CONTROL
H. TO H. CONNECTOR
3/4" B&S
TRUNK AND FEEDER
OUTPUT
6"
TRUNK AND FEEDER

DRAWING 13

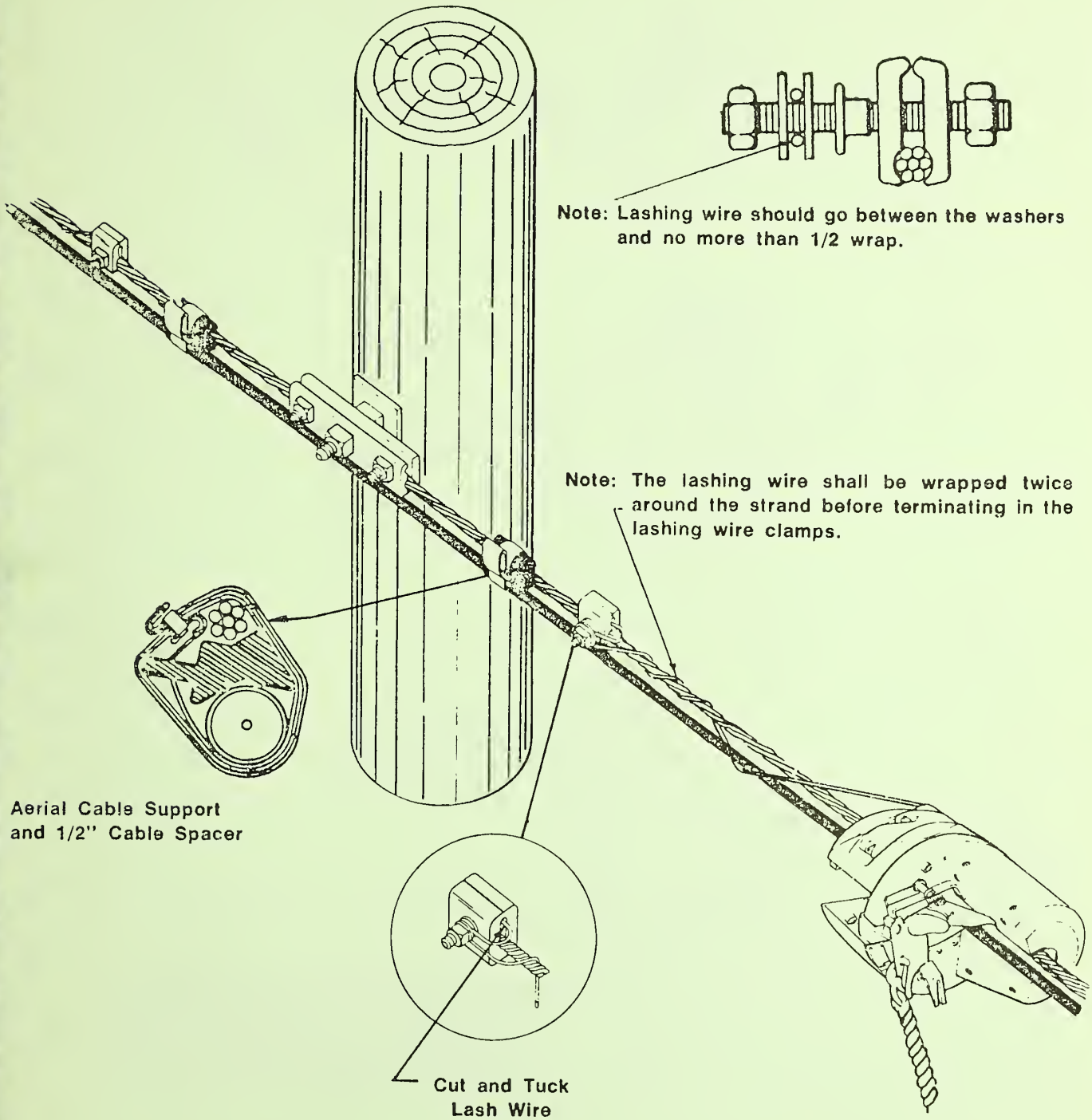

#6 COPPER WIRE
SPRAY LPS-3 ON CLAMPS
ALWAYS PLACEK-1WEAVER
CLAMP ABOVE THE STRAND
K-1 WEAVER CLAMP
#4 SPLIT BOLT
STAPLES
POWER VERTICAL
BOND TO EXISTING POWER
VERTICAL
ALWAYS PLACE K-1 WEAVER CLAMP
ABOVE THE STRAND
K-1 WEAVER CLAMP
SPRAY LPS-3 ON CLAMP
FULL VERTICAL GROUND
STAPLES
EVERY 12"
#6 COPPERWIRE
GROUNDWIRE MOULDING
MOULDING STAPLES
GROUND SURFACE
8"
PLACE AXEL GREASE ON GROUND
4"
GROUND ROD CLAMP
GROUND ROD
PLACE GROUND ROD 6"
FROM POLE OR MORE
6"
DRAWING 14
ATC


STAND OFF BRACKET
6"
90° CONNECTOR
TRUNK SPLITTER
TRUNK CABLE OUT OF SPLITTER
BACK FEED (FEEDER CABLE)
B&S
USE SIDE OR END PORT FOR 90° CONNECTOR
HOUSING TO HOUSING CONNECTORS
AMPLIFIER
STAND OFF BRACKET
DETAL DRAWING
SPLITTERS OR DIRECTIONAL COUPLERS
2"
2" OR MORE
24"
6"
2"
TOP VIEW
6"
FORM ALL CABLES ENTERING SPLITTERS, DC's OR 8 WAY TAPS IN THIS MANNER
21"
B and S
STAND OFF BRACKET
TAP
OUTPUT
DRAWING 15

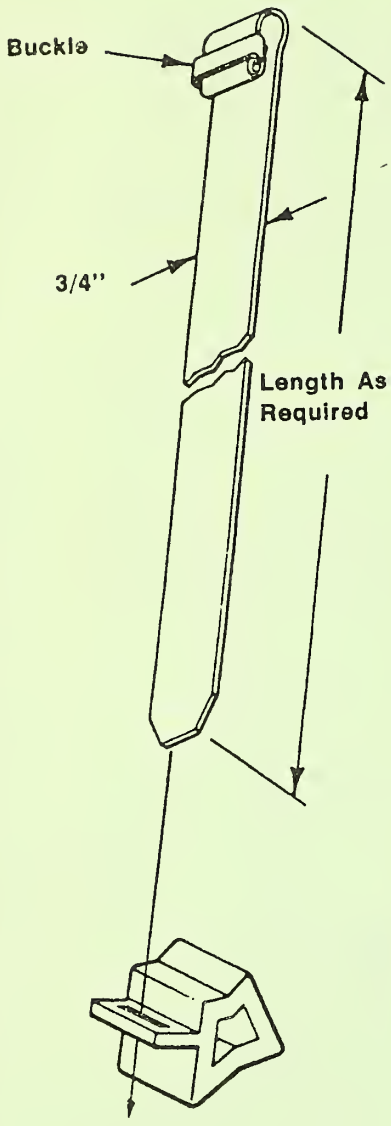


SPLICING-CABLE TERMINATION

DRAWING 16

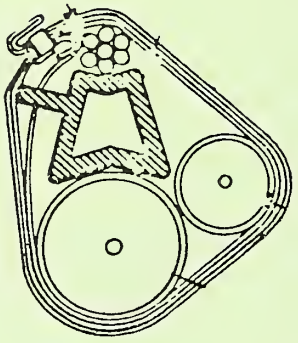


CABLE PLACING - LASHING WIRE CLAMP - AERIAL SUPPORT AND SPACER

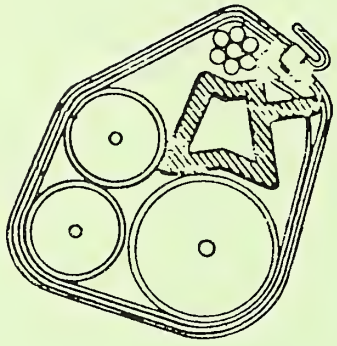




Single cable with spacer
and aerial support



Dual cable with spacer
and aerial support

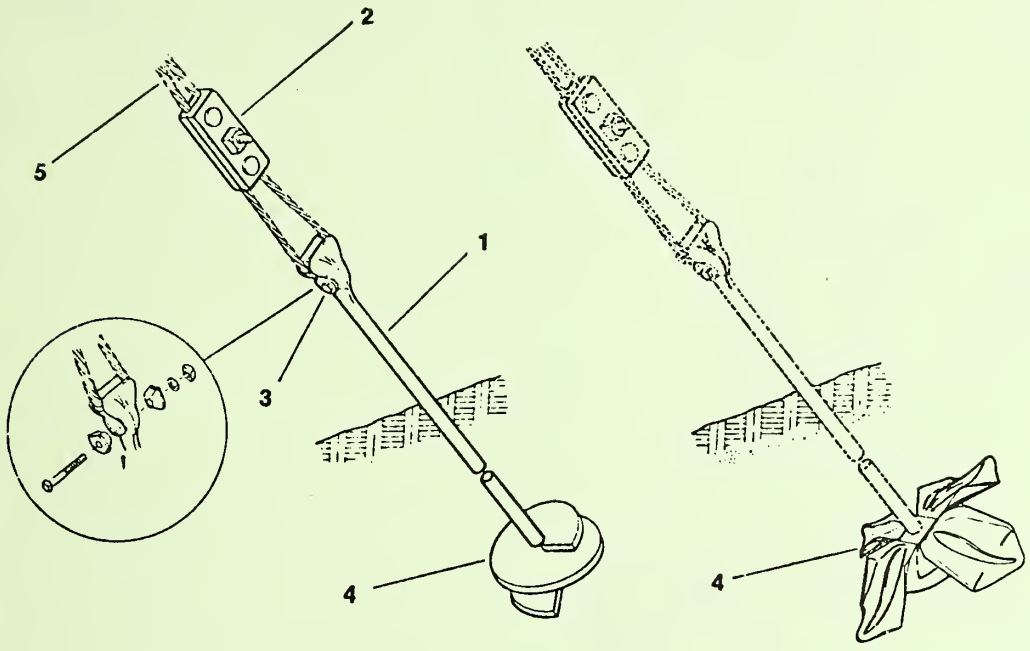


Triple cable with spacer
and aerial support

Note: Wrap the aerial support around the strand and cable(s) 2 or 3 times. Pull each wrap tight, then fold the support under itself passing it through the buckle, then fold back over the buckle.

CABLE PLACING - AERIAL CABLE SUPPORT AND SPACER 4/74

DRAWING 18



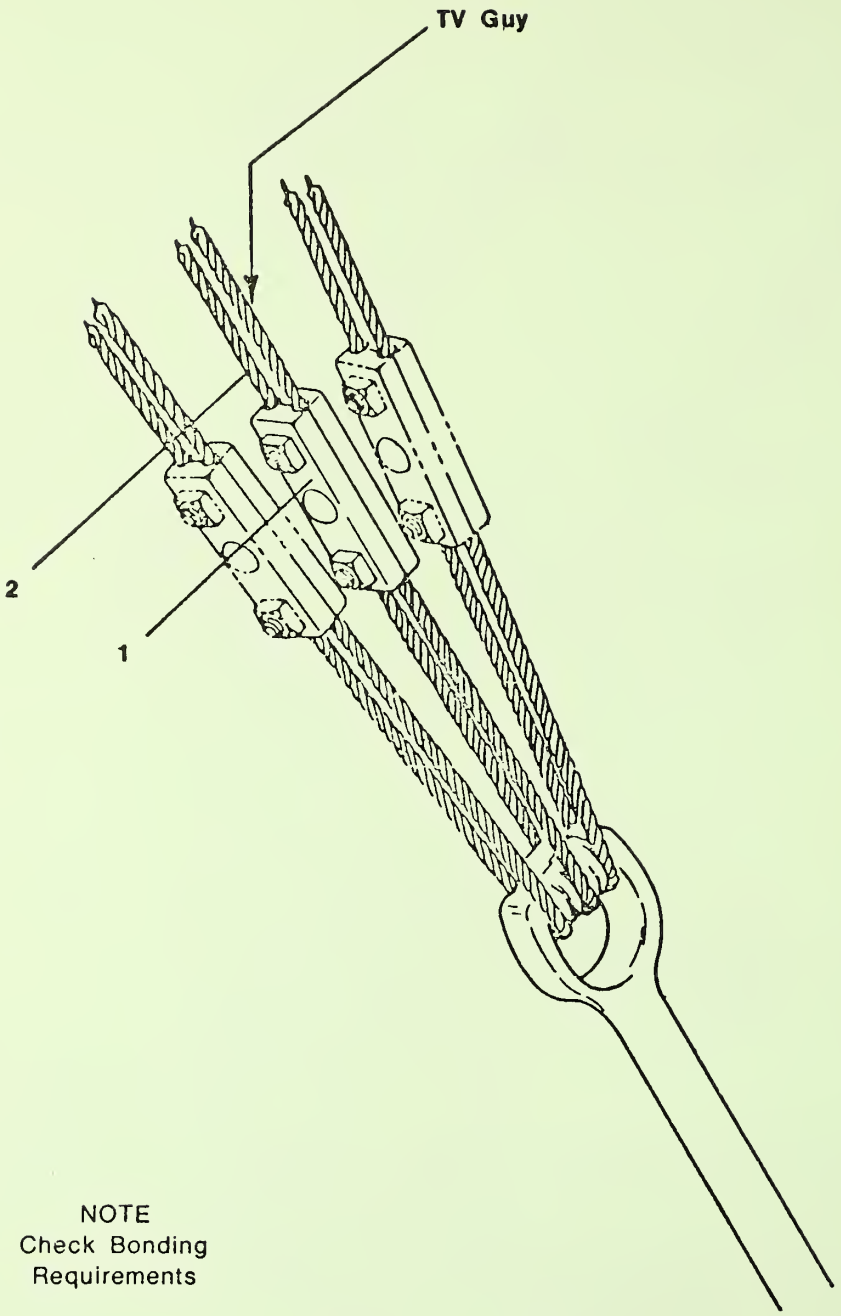
Item	Description	Qty.
1	Anchor Rod	1
2	3 Bolt Guy Clamp	1
3	Guy Bonding Clamp	1
4	Anchor	1
5	1/4" Strand	1

ANCHOR ROD AND ANCHOR CHART FOR CABLE TELEVISION

Size of Rod	Size of Anchor Plate	Recommended Maximum Guying Strain (Single or Combined Guys)
1/2 Inch x 6 Feet	6 Inch	6,000 Lbs.
5/8 Inch x 6 Feet	8 Inch Screw	12,000 Lbs.
3/4 Inch x 6 Feet	6 Inch	6,000 Lbs.

POLE FRAMING-NEW ANCHOR & ROD

DRAWING 19



NOTE
Check Bonding
Requirements

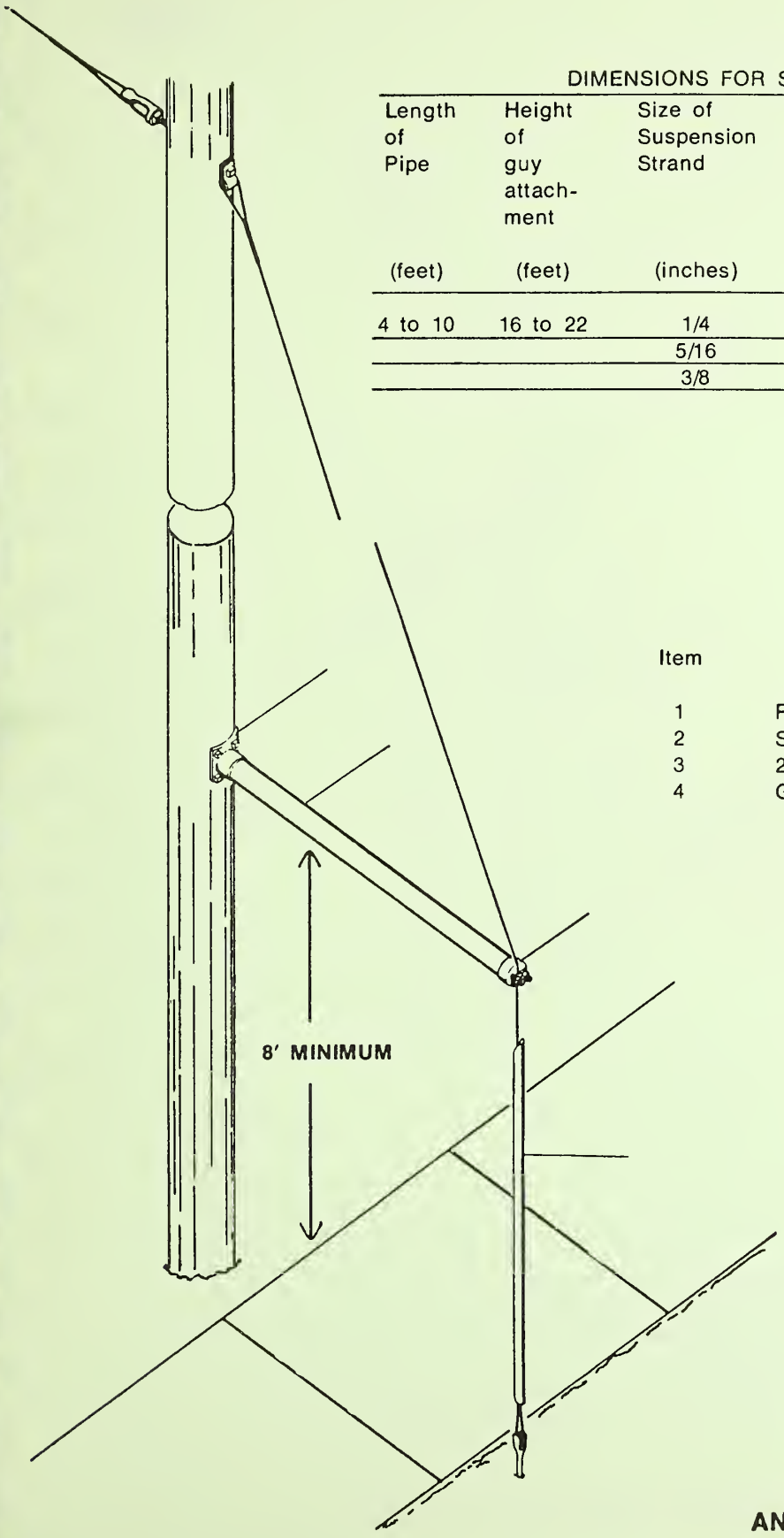
EXT
EYE
Map Legend

Item	Description
1	3 Bolt Guy Clamp
2	1/4" Guy Strand

POLE FRAMING-NEW ANCHOR ROD-EMPTY EYE

DIMENSIONS FOR SETTING SIDEWALK GUYS

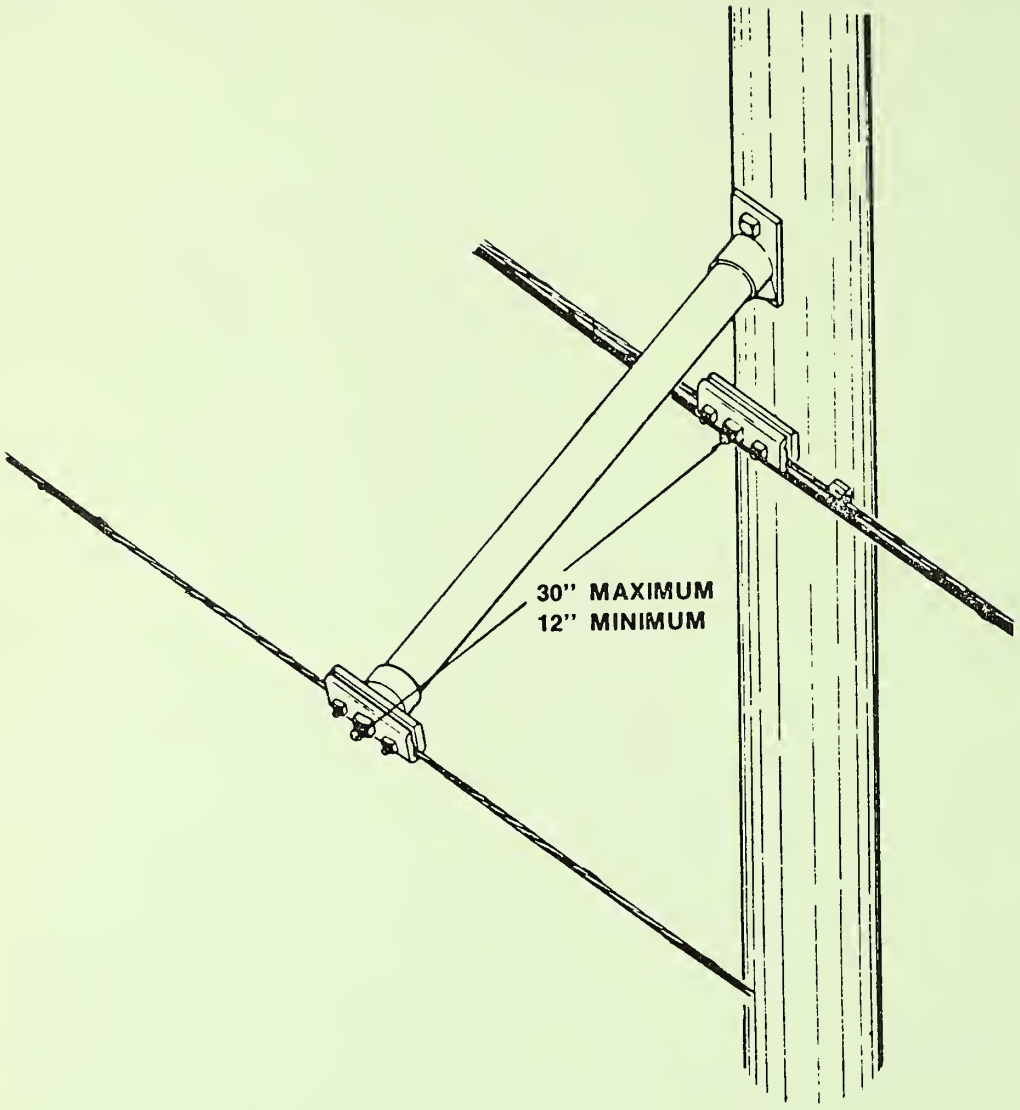
Length of Pipe	Height of guy attach-ment	Size of Suspension Strand	Size of Strand for Side-walk Guy	Size of Guy Rod	Diameter of Anchor and Hole
(feet)	(feet)	(inches)	(inches)	(inches)	(inches)
4 to 10	16 to 22	1/4	5/16	1/2" x 7'	6
		5/16	3/8	5/8" x 8'	8
		3/8	7/16	3/4", x 9'	10



Item	Description	Qty.
1	Pole Plate/Sidewalk Guy	1
2	Strand Clamp/Sidewalk Guy	1
3	2" Galv. Pipe/4' to 10'	1
4	Guy Guard	1

ANCHOR - SIDEWALK GUY 4/74

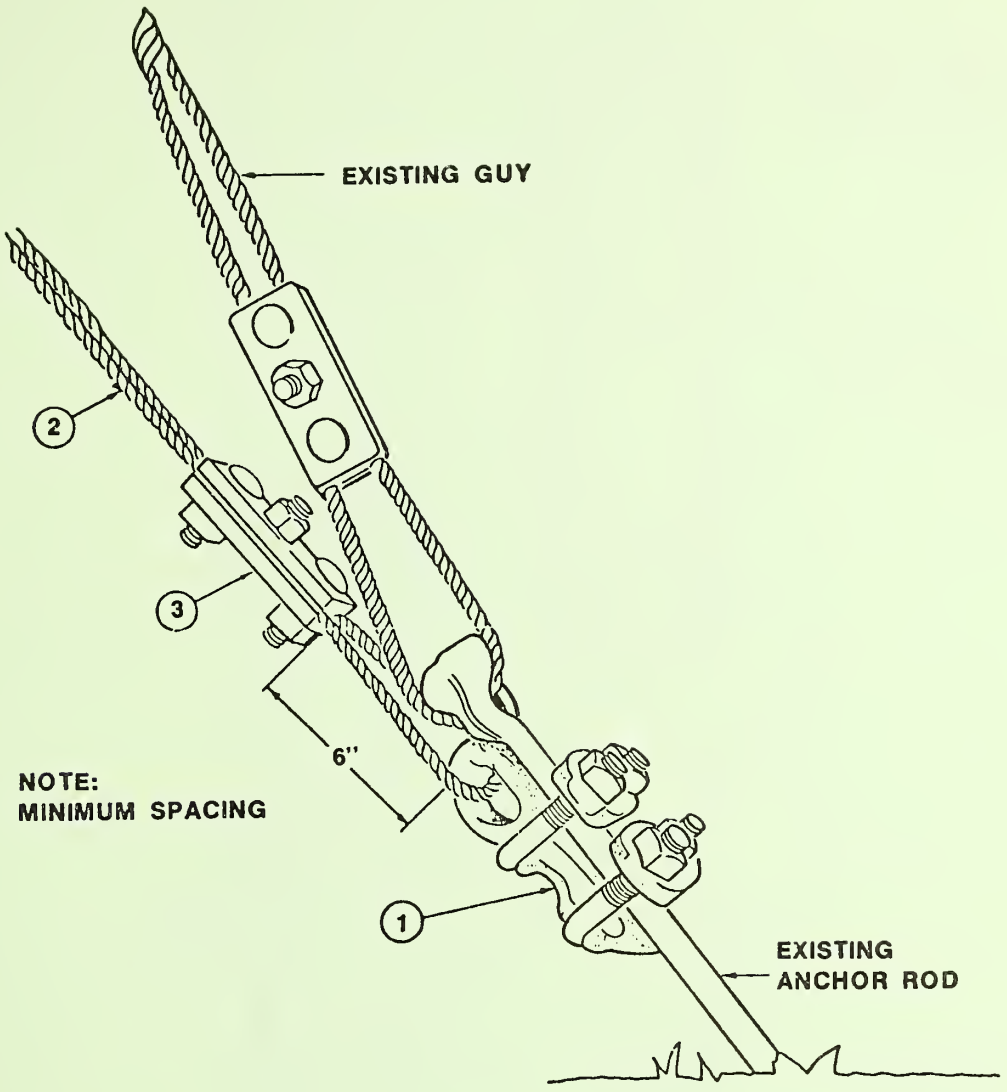
DRAWING 21



Item	Description	Qty.
1	Fiberglass angle extension arm (A B Chance P-653-0119 or equivilant)	1

POLE FRAMING - FIBERGLASS CLEARANCE ARM

DRAWING 22



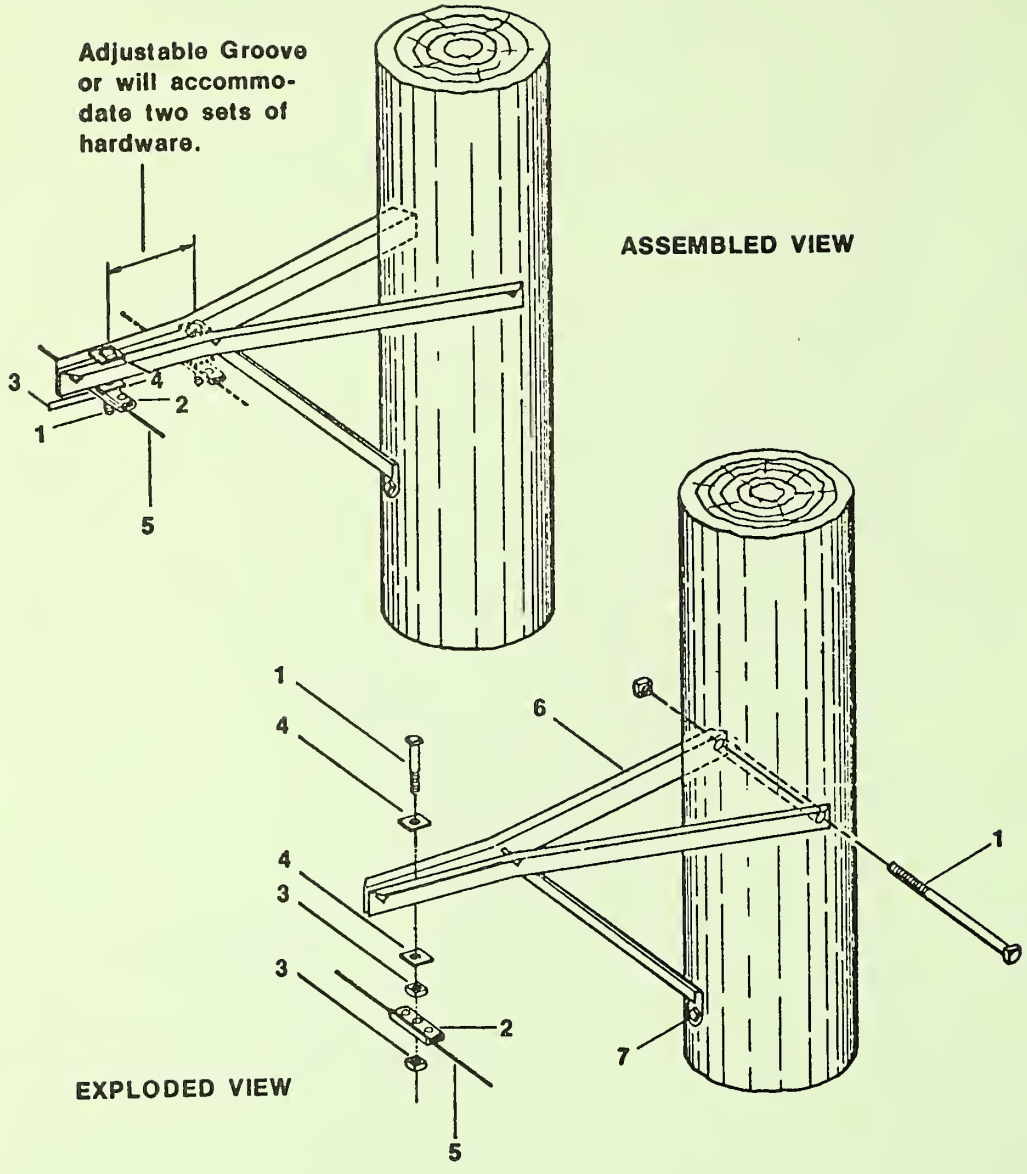
NOTE
Check Bonding
Requirements

AXE

Map Legend

Item	Description	Qty.
1	Auxiliary Eye Attachment	1
3	3-Bolt Guy Clamp	1
2	1/4" Guy Strand	

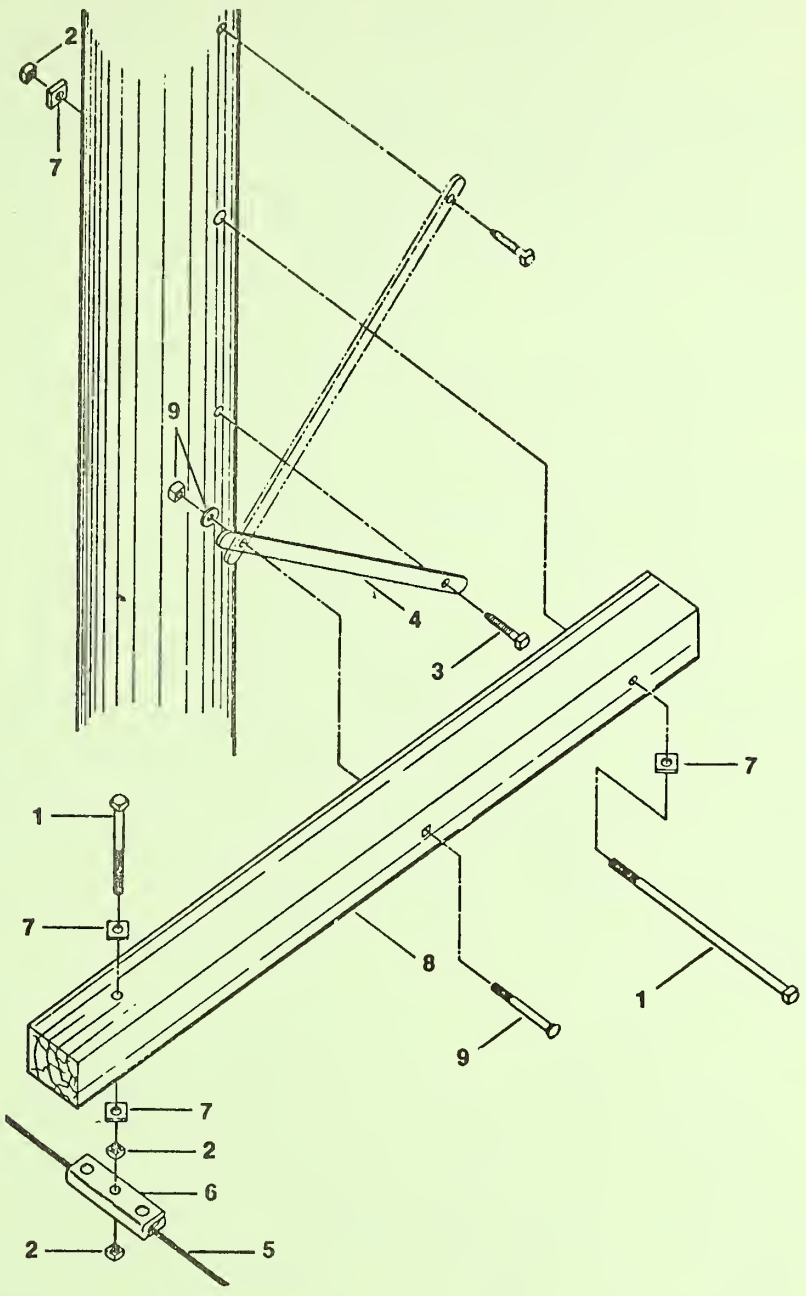
POLE FRAMING - AUXILIARY EYE ATTACHMENT



Item	Description	Qty.
1	5/8 Machine Bolt	2
2	Suspension Clamp	2
3	Square Nut	4
4	Square Washer	4
5	1/4" Strand	
6	Metal Cross Arm	1
7	1/2"x3" Lag screw	1

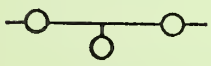
METAL CROSSARM

DRAWING 24



Item	Description	Qty.
1	5/8" Machine Bolt	2
2	Square Nut	3
3	1/2"x3" Lag Screw	1
4	Carriage Arm Brace	1
5	1/4" Strand	
6	Suspension Clamp	1
7	Square Washer	4
8	Wood Arm	1
9	Carriage Bolt with Washer (round)	1

NOTE
Check Bonding Requirements



XA

Map Legend

WOOD CROSSARM

SERVICE COMPLAINT PROCEDURES

American Cablevision of Fort Wayne, Inc. will provide a Service Complaint Office in the City of Fort Wayne to be under the supervision of the Director of Customer Services, who will report to the General Manager.

It will be the direct responsibility of the Director of Customer Services to provide 24-hour service to ACFW's subscribers. Sufficient customer service representatives will be employed to receive telephone calls and personal visits from customers who might have an inquiry on any aspect of the Company's service or business operations. These inquiries include, but are not limited to, service quality, sales questions, installation satisfaction, billing, employee courtesy and programming. ACFW representatives will then follow through to ensure complete customer satisfaction.

All service complaint calls will go through a customer service representative. Those requiring the attention of the Chief Engineer's office will be immediately relayed to him for diagnosis and correction. The Company will respond to all service calls within 24 hours and shall correct the malfunction, if it is within the Company's control, within 48 hours.

American Cablevision of Fort Wayne believes most system outages will be averted because of its regular preventive

maintenance program. The preventive maintenance program, described earlier in this section of the proposal, is one of the prime duties of every system technician.

Service vehicles will be equipped with two-way radios to ensure prompt reaction to service problems. Prompt response by all ACFW personnel to subscriber needs is a primary objective.

The Chief Engineer and his staff will be responsible for the overall supervisory maintenance of the Fort Wayne system.

And, the Customer Service Director will coordinate closely with the Chief Engineer to ensure that all customer complaints and questions are satisfactorily handled.

A complete record of service problems will be maintained in the Company's Fort Wayne office for a period of two years. A summary of all service problems and their resolutions will be evaluated by the Chief Engineer and the General Manager each month. These monthly evaluations will ensure that problems have been resolved and that procedures are effective and are being properly followed. The monthly evaluations become a part of the General Manager's monthly review and report to ATC, which includes recommendations for alterations to the System's quarterly capital and expense budget to cover major new items necessary for problem solution.

It is estimated that the Customer Service Department will

employ one service representative for each 3,000-4,000 subscribers in Fort Wayne. These representatives will be in addition to the technical maintenance staff.

Every aspect of ACFW's business-technical and customer service operations--has been formulated through years of experience by ATC personnel in systems throughout the country.

ACFW standards will guarantee Fort Wayne not only the most advanced communications system ever built, they will also ensure that the Fort Wayne system will be operated and maintained in top quality throughout the term of the franchise to the service satisfaction of every subscriber.

AMERICAN CABLEVISION

Of FORT WAYNE

INCORPORATED

NON-BROADCAST NON-AUTOMATED PROGRAMMING

The following pages will describe, very briefly, the non-automated services to be provided by American Cablevision of Fort Wayne, Inc., should ACFW be the successful applicant in Fort Wayne.

Cable Channel 2 - Home Box Office

Home Box Office is an optional premium television entertainment service which each month features eight major movies, currently showing at neighborhood theaters, that have never been shown on television. Home Box Office movies are uncut and they are not interrupted by commercials.

In addition, this special service would broadcast special night club and theater acts and sporting events not available on regular TV.

Cable Channel 16 - Christian Broadcasting Network (CBN)

The Christian Broadcasting Network will program on a 24-hour basis offering quality religious and secular programming for the entire family. CBN specifically excludes programming with offensive sex and violence.

Cable Channel 18 - Spanish International Network

Cable Channel 18 will pick up the satellite transmission of the Spanish International Network (SIN) as soon as it is made available. SIN plans to broadcast Spanish language programming, including sports, entertainment and current affairs.

Cable Channels 20 and 28 - Educational Access/Community Billboard

These two educational access channels are designated to serve the special purposes of primary and secondary school education in the community of Fort Wayne. A dedicated upstream channel will carry school programming from a location specified by the Fort Wayne community schools to the ACFW hub for distribution throughout the entire system.

Cable Channels 22 and 30 - Higher Education Access/Community Billboard

Fort Wayne's special needs in the area of college and university-level education will be addressed on these two cable channels. Programming would range across issues and information of interest to part-time and full-time students as well as Fort Wayne residents who are no longer formal students. University policy discussions, courses for credit and even exposure for facilities and faculty members deemed of value to the Fort Wayne community at large will be facilitated.

Cable Channels 6 and 26 - Public Access/Community Billboard

The range and depth of programs to be aired on these channels is only limited by the imagination of the community. Typical examples of public access programs are as follows: Girl Scouts showing crafts, ethnic dance groups and debates on religious affairs. No attempt has been made to list all possible public access programming because it would

exclude many possible varieties.

Cable Channels 8, 12 and 24 - Government and Educational Access/Community Billboard

To provide the Fort Wayne community with a source of information and opinion on education and government, ACFW will provide a sufficient number of channels for that purpose. Educational access programming would include school board meetings, community classes, and curriculum explanations. Government access channels can present to the community numerous examples of government in action including city council meetings, debates, and other affairs pertinent to the government process.

Cable Channel 10 - Local Origination - Featuring Madison Square Garden

The local origination programming schedule will include children's programming, as well as the most meaningful of programs from the minority, religious, educational and government programming appearing on the access channels. In addition, there will be entertainment and special events. For example, this channel will provide up to 135 live sports and special events from Madison Square Garden via satellite, comprised of National Baseball Association games (featuring the New York Knicks) and the National Hockey League (featuring the New York Rangers).

Cable Channel 31 - WIPB(49) Muncie (PBS) - Captioned for the Hearing Impaired

This special offering is programmed by PBS and is scheduled at the rate of approximately 7 hours per week. Statistics show that over 13.6 million Americans suffer hearing losses sufficient enough to interfere with their enjoyment of television. Based on this information, ACFW is strongly dedicated to providing this service to our subscribers.

The PBS Closed Captioning Service is a system whereby written translations (or captions) are converted to electronic codes by the broadcaster and inserted in the regular television signal in a portion of the picture that is normally hidden.

The system operates through the imposition of encoded visual subtitles on line 21 of the TV vertical blanking interval--a portion of the screen that does not ordinarily contain a televised picture. The encoded caption material is transmitted by the television station along with the rest of the program. It becomes visible only when decoded by a special device incorporated into the viewer's home TV receiver. On this channel, ACFW will decode the captions for all subscribers, saving those with hearing impairment the cost and inconvenience of decoding in their own homes.

Cable Channels 33 and 35 - Leased Access

As future subscriber and community services lending themselves to leased access are organized, these two channels will be set aside for that purpose.

LOCAL ORIGINATION/ACCESS PROGRAMMING

ACFW will provide equipment, personnel and expertise designed to foster use of all the access channels as well as the local origination channel. Detailed descriptions of the equipment packages and the personnel involved follow.

The reason for including the local origination channel and its supporting facilities and personnel in this discussion springs from ACFW's intention to use local origination to help build viewership for the access channels -- both through exciting and/or important access programs on local origination and through promotional mentions, on local origination, of planned access channel programming. This "cross pollinization" technique is only one of many efforts planned by ACFW to foster access use and viewership. As demonstrated in Reading, Pennsylvania; Portland, Maine; Durham, North Carolina and a number of other ATC markets, cable systems affiliated with ATC are interested and experienced in encouraging access.

There will be a multiplicity of access channels at the request of city officials, local interest groups and both secondary and higher level educational authorities. Serious discussions with the Lutheran school system and the Public school system, IU/PU, Channel 39 and the Catholic Diocese of Fort Wayne-South Bend clearly point to a deep need for this outlet. ACFW has already made specific offers to the Diocese and Channel 39 and expects affirmative action although neither

the Diocese nor Channel 39 are yet in a position to make a firm commitment. These letter-offers appear on pages 3 and 4, following.

AMERICAN TELEVISION & COMMUNICATIONS CORPORATION
20 INVERNESS PLACE EAST • ENGLEWOOD, COLORADO 80110 • PHONE (303) 773-3411

DAVID D. KINLEY
Vice President
Planning and Development

December 29, 1977

Mr. Howard Minier, President
Channel 39, Inc.
3131 Ralston
Fort Wayne, IN 46805

Dear Mr. Minier:

Pursuant to your recent discussions with me concerning our proposal for the Fort Wayne cable television franchise, our subsidiary for the Fort Wayne franchise, American Cablevision of Fort Wayne, is prepared to make the following offer to Channel 39:

1. We will make available five per cent of the stock of American Cablevision of Fort Wayne, Inc., for subscription by Channel 39. Such ownership by Channel 39 will require a waiver of the current cross-ownership prohibitions of the Federal Communications Commission. However, we believe that if Channel 39 will agree to utilize any dividends or proceeds from the stock solely for the purpose of upgrading Channel 39 from a translator to a full educational television station to serve the City of Fort Wayne, the FCC might be willing to grant the waiver. We would agree to undertake the request and justification for such waiver jointly with Channel 39;

2. Channel 39 would have the right to nominate one member of the Board of Directors of ACFW. Again, this would require a waiver of current FCC regulations, and we would agree to request and justify such a waiver jointly with Channel 39;

3. ACFW will make available to Channel 39 at no charge its local origination equipment, facilities, and technical assistance for the production of non-repeat programming locally produced by Channel 39. The scheduling for the production and cablecasting of the programming will of course need to be consistent with the utilization of these facilities by as many community organizations as possible under the guidance of the ACFW Community Video Advisory Board (referred to in paragraph 8 below).

4. It is the intention of ACFW to encourage the upgrading of Channel 39 from a translator to a full educational television station to serve the City of Fort Wayne as quickly as possible. In view of this, ACFW will pay to Channel 39 a total of $100.00 per hour for each hour of non-repeat programming locally produced by Channel 39 up to a total of five hours per week. This arrangement will be effective for a period of three years from the commencement of cable system operation. Thereafter, for a period of two years, ACFW will pay a total of $50.00 per hour for each hour of such programming up to a maximum of five hours per week. Such programming will be exhibited on the cable system until such time as Channel 39 has the proper authorizations from the FCC to originate programming to serve the City of Fort Wayne. At that time, for the balance of the five year period, the programming may be transmitted over Channel 39's facilities, and ACFW will continue to make the hourly programming payments referred to above. Naturally, ACFW will charge nothing for the exhibition of such programming, either on the cable system or on Channel 39's facilities.

5. ACFW would be willing to enter into negotiations with Channel 39 for the continued use of ACFW's studio and production facilities after Channel 39 receives its FCC authorization to become an educational television station.

6. ACFW will agree to make every reasonable effort upon the request of Channel 39 to delete material from any imported educational station (e.g., WNIT and WBGU-TV) promoting fund raising efforts for those stations.

7. ACFW will provide a reasonable number of free promotional advertisements over the cable system for fund raising drives for Channel 39;

8. In the event that the FCC denies the waiver request to allow Channel 39 to nominate one member to the ACFW Board of Directors, Channel 39 will have the right to appoint one representative to ACFW's Community Video Advisory Board. This Board will be in addition to the Cable Television Advisory Council required by the franchise ordinance.

This offer is contingent upon the awarding of the cable television franchise for the City of Fort Wayne to American Cablevision of Fort Wayne and further is subject to the final negotiation of mutually satisfactory terms and conditions along the lines stated above.

Sincerely,

David D. Kinley

DDK/ab

AMERICAN TELEVISION & COMMUNICATIONS CORPORATION
20 INVERNESS PLACE EAST • ENGLEWOOD, COLORADO 80110 • PHONE (303) 773-3411

DAVID D. KINLEY
Vice President
Planning and Development

December 27, 1977

Father James Seculoff
Superintendent, Department of Education
Diocese of Fort Wayne-South Bend
P. O. Box 390
Fort Wayne, IN 46801

Dear Father Seculoff:

Pursuant to our recent discussions concerning our proposal for the Fort Wayne cable television franchise, our subsidiary for the Fort Wayne franchise, American Cablevision of Fort Wayne, is prepared to offer the following services to the Diocese of Fort Wayne:

1. ACFW will make available as much time as you desire up to two hours per day on its system without charge for a period of three years through one of its channels, from among the channels available to all subscribers. This will include the use of the local origination equipment and facilities necessary to produce such programs and technical assistance to be provided for this production. The scheduling for the production and cablecasting of the programming will necessarily have to be consistent with the goal of utilization of those facilities by as many community organizations as possible under the guidance of the Community Video Advisory Board.

2. After three years or sooner upon the request of the Diocese, ACFW will make available a separate leased channel for full-time non-commercial use for a period of two years at no charge. After that time, the Diocese will have a right of first refusal for continued full-time use of the channel at the lowest non-commercial rate offered by the system.

3. The Diocese shall be free to program this channel as it sees fit, consistent with all applicable federal, state and local statutes, rules, or regulations. Specifically, there shall be no limit on the percentage of time devoted by the Diocese to the exhibition of religious topics, training or education, or any other subject of spiritual significance.

4. It is the intent of ACFW to encourage full-time locally produced programming on a channel by the Diocese as quickly as possible during the early years of system operation. In view

of this, ACFW will pay to the Diocese a total of $100 per hour for each full hour of non-repeat locally produced programming, in addition to the two hours per day mentioned in paragraph one, exhibited by the Diocese on the system, up to a maximum of five hours per week. Naturally, there will be no charges for the channel time to exhibit this programming. This arrangement shall be for a period of three years from the commencement of system operation.

5. The Diocese will have the right to appoint one representative to ACFW's own Community Video Advisory Board, which will be in addition to the board required by the franchise ordinance to be appointed by the City Council.

This offer is contingent upon the award of the cable television franchise for the City of Fort Wayne to American Cablevision of Fort Wayne, Inc., and is further subject to the final negotiation of mutually satisfactory terms and conditions along the lines stated above.

This, of course, is in addition to the four educational access channels offered by ACFW, which will also be available to the Diocese along with other individuals and groups in the community.

Sincerely,

David D. Kinley

DDK/ab

Some of the other discussions which ACFW has held with secondary and higher education authorities concerning specific uses of the education access channels are carried as Figure VI-2(a), Special Educational Services, at the end of this exhibit.

The Public Library of Fort Wayne and Allen County has already produced on video tape community service training programs, library information programs, 100 children's programs and one of the best local history collections in the country. The Public Library has expressed its intention to participate in local origination/access and has several exciting ideas for public programming. ACFW hopes to establish a long-term relationship which will permit the fullest possible exposure to this excellent Fort Wayne resource.

With all of these discussions, however, it should be understood that ACFW does not intend to commit to an access schedule which may have the effect of excluding or discouraging any of the many potential access users. The multiplicity of access channels will insure adequate access capacity for all foreseeable such programming needs in Fort Wayne. (See Figure VI-2(b) for a complete listing of ACFW's access channels.

Operating rules for the access channels will be generated by ACFW in concert with the Cable TV Program Advisory Council and ACFW's Community Video Advisory Board. The ATC access

experience, of course, clearly points to achieving the highest level of participation and success in the markets with the least rigorous rules--Reading, Pennsylvania being a prime example. Figure VI-2(c) at the end of this exhibit is a copy of the access rules now in effect in Reading.

To discuss the system to be used in fostering the utilization of access channels, three topics must be discussed: commitment, equipment and personnel.

Commitment

The commitment of the cable operator is the one intangible without which the access concept just falls to the side. However, ATC cable companies are known not just to endure access but to help to generate it. Members of the ATC family understand that the best way to do business in a community is to become part of that community. By assisting in the utilization of access it is felt that the community and the cable company are joined. The cable company is aware of the problems, the praise, and the personalities in a community.

This intangible is hard to measure and harder to document. ATC systems around the country have the commitment and it can be felt when you walk through the doors. Newspaper clippings only document the public events, the tip of the iceberg. Only by participating in the countless details and minor steps can one see the intangible and its strength.

One specific form of commitment ACFW will undertake is the contribution of scholarships up to $2,000 during each year of our franchise to students pursuing the Bachelor of Radio, Television and Film degree at Indiana University-Purdue University at Fort Wayne. IU/PU may award and distribute these scholarships as they see fit.

Equipment

ATC has developed a uniquely flexible equipment proposal which will enable the Fort Wayne community to cover city government, the Civic Center, local access and remote origination events simultaneously.

Descriptions of the three equipment packages proposed by ACFW start on the following page.

Description of Equipment Packages

ATC's three equipment packages are for:

1. Local Origination
2. Public Access
3. Remote Capabilities

Each package is designed to function independently of the others. For example, if required, the Fort Wayne system is capable of cablecasting local origination, public access and producing a remote pick-up simultaneously. Another very important design element is the capability to interchange equipment from any package to take care of malfunctions or augment other packages to meet increased production demands.

The live cameras in each package are color and the video cassette machines are in the 3/4" format.

The remote equipment package contains a dedicated van for the exclusive use of transporting equipment and personnel engaged in the production of remote cablecasts. This van will be scheduled by the Public Access Director.

The following paragraphs will further explain the capabilities and uses of each of the three packages:

Package # 1 - Local Origination

This package contains the necessary equipment for a full television operation. Two color cameras, two record/edit 3/4" cassette machines, complete with Sony's RM 400 control

editor providing assemble and insert editing. This editing facility provides maximum flexibility and operations efficiency, enabling the director to record, play-back and edit from most any location. There are two additional play-back only 3/4" video cassette machines for the purpose of airing tape and/or feeding sources to the two 3/4" edit machines.

The film island is unique and offers the ultimate in flexibility. Capabilities include dual slide projectors allowing for instant change between slides, thus assuring video punctuation; dual 16mm film projectors offer additional production capabilities. The video production switcher contains a special effects generator with 12 effects including wipes, split screens and a key insert capability. Since the 12 effects are reversible, the Director has at his command up to 24 exciting visual mixing modes. Additionally, the character generator with its 7 page memory and the audio tape cartridge machine enhance and add to the full range of production capabilities. Sufficient lighting has been provided to equip a 20 X 30 studio, more than adequate for local origination.

Equipment Description
Local Origination/Studio Production

Quantity	Description
2	Sony DXC1200 Studio Color Camera w/Junction Box JB6
1	Sony Phase Shifter PSA-101
1	Sony Pulse Distribution DA-101
2	Camera Cable CCY 25, 82 ft. long
1	Sony Camera, Model DXC1000
1	Sony Junction Box, Model JB6
1	Laird Multiplexer, Model 5300
4	Laird Camera/projector stand #5104
1	Laird dual drum lap dissolve slide projector, Model #4220
2	Kodak 16mm projector, Model TV-12M6
2	Control Module, Model 1506
1	Dual remote control F/TV12M6, Model 2509
1	Remote f/4220, Model #2525
1	Multiplexer control, Model #2517
2	Sony VP 2000 Video Tape Players
2	Sony VO-2850-A Video Tape Record/ Player/Editor
1	Sony RM-400 Editor
2	Quick-Set Tripod & Elevator 4-63020-8
2	Quick-Set Pan Head 4-62225-4
4	Electro Home Black & White Monitors, Model EVM910R2 (2 monitors per rack)
1	Sony Trinitron 12" Color Monitor Model CVM 1250
1	C.V.S. Time Base Corrector 510
1	NTSC RS-170 SYNC Generator Tektronix 146R
1	Video Production Switcher, Dynair VS151A
9	Video C.A., I.S.I. Model 513
6	Audio D.A., I.S.I. Model 707
6	Pulse D.S., I.S.I. Model 519
1	Dynair 6 X 1 AFV Vertical Switcher
1	Character Generator, Telemation TCG-1432A
1	Waveform Monitor, Tektronix 528
1	Audio Console, Sportmaster 8BEM100 (5 Channel Mixer, Mono)
1	Audio Cart, Sportmaster Model 5000C
4	Microphones, EV-647A LAV
1	Studio Lights for 20 X 30 ft. studio

Package #2 - Public Access

ACFW's access studio, separate from the local origination studio, contains a Sony 3/4" cassette record and play unit, a Sony color camera with zoom lens and the necessary audio equipment. This equipment may be easily relocated as the need arises.

The criteria used in selecting this equipment are dictated by the need for high quality pictures and ease of operation. In addition, the operation of this equipment is fairly simple, and most people will feel comfortable and at ease after only minimal instruction. Many public access channels are black and white. ATC feels color not only adds a new dimension, but also contributes to the learning process for members of the community. Thus, ATC believes the added expense of color is more than justified, not only because it will enhance the learning process but because it will make the programming compatible with other programming on the local origination channel.

Equipment Description
Public Access

Quantity	Description
1	Sony 2600 Video Tape Record/Player
1	Sony Trinitron 12" Color Monitor, CVM 1250
1	Sony Studio Color Camera, DXC1200
1	Shure Microphone Mixer, Model M67
2	Microphones, EV 647A LAV
1	Sony Junction Box JB6
1	Camera Cable CCY-25, 25 ft. long
1	Lighting Kit

Package #3 - Remote Equipment

The first rule in purchasing remote television gear is that is be truly portable, yet fully functional. Most of the major items in this package will be built into two light-weight consoles; two people will be able to carry the console units into the remote van and from the van into congested areas. Stairways and elevators will not present a significant problem. When feeding the remote programming live in real time, the cameras are driven by a 3M Color Bar Sync generator and fed through a switcher. Each camera will be assigned a preview monitor allowing the necessary shot selection for the Director, thus eliminating the need to punch up a shot blindly. A Dynair production switcher provides for creative mixing of live cameras and cassette tape machines. The Color Tran lights are extremely portable and very nicely light even the most difficult areas. A van for transporting personnel and equipment for remote programming has been dedicated.

Equipment Description
Remote Equipment

Quantity	Description
2	Sony Portable Cassette Cameras with CCV, Model DXC1600, w/Junction Box JB6
1	Sony Phase Shifter Model PSA-101
1	Sony Pulse Distribution, Model DA-101
2	Camera Cable CCY-25, 82 ft. long
2	CCJ-1 Cable 5 ft.
1	Sync Generator 3M Color Bar Sync Generator Model 210

Quantity	Description
1	Video Production Switcher Dynair VX-151A
3	Dolly - Tripod Samson Trolly 4-74810-9
3	Samson Pan-Heads 4-72013-2
1	Sony Trinitron 12" Color Monitor Model CVM 1250
1	Video Monitors Panasonic Model WV-763 (3-5" monitors per 19" rack space)
1	Shure M67 4 Microphone Mixer
4	Microphones EV647A LAV
1	Portable Lighting Package Color Tran, Model 150-012
1	Sony 2600 Video Tape Record/Player

STUDIO PERSONNEL

Full Time Studio Personnel

1. Public Access Director
2. Chief Technician
3. Producer-Director
4. Telecine Operator

The Public Access Director will have total responsibility for the management and scheduling of local origination, Public Access and all remote productions. The Public Access Director will maintain a close relationship with the Fort Wayne Advisory Committee in the development of rules and priorities for use of the public access channel. The output of this Committee will guide and greatly assist in the formation of a Community Video Workshop. Such a Workshop will permit the community to gain a working knowledge of the equipment and the cable system--the only way in which access programming can truly become a vehicle for community expression and involvement.

In no way does ACFW propose to be a self-producing production studio. Rather, the Company sees its role as provider of facilities and training. In this role, ACFW will become an important element of the community and play a major part in the development of the Community Video Workshop.

The Production Assistants will be responsible for the production of all Local Origination/Public Access programming.

They will serve as directors, lighting specialists, and audio technicians...wherever areas of expertise are required.

The Telecine operator is responsible for the daily operation of Local Origination play-back equipment.

Additional production personnel will be added on an as-needed basis, drawing from free-lance production people, local TV personnel and students from the University of Indiana and Purdue University.

We eagerly embrace the possibility of becoming an extension of Indiana University and Purdue University both from the standpoint of training students in the field of broadcasting and becoming a vehicle for distribution of the universities' education and instructional programming.

Final responsibility for all job categories will be the organization and operation of a Community Video Workshop, where all segments of the community will be able to learn to use the equipment and cable system for their own needs. This Workshop will be operated under the overall direction of a Video Workshop Advisory Board, ensuring adequate access to all segments of the Fort Wayne community.

Detailed job descriptions for ACFW's studio personnel follow as Figure VI-2(d).

Rules and Regulations covering the operation of ACFW's studios are highlighted in Exhibit VI-3 and Figure VI-2(c).

SPECIAL EDUCATIONAL SERVICES

Sherwood Campbell, ATC's Director-Systems Engineering, met with Mr. Lavon G. Hart, the Supervisor of Audio Visual Communications for the Fort Wayne Community Schools, and discussed the following cooperative ventures between Fort Wayne Community Schools and American Cablevision of Fort Wayne:

1. A security, fire protection and energy management system for the school buildings.
2. In-service educational programs for teachers.
3. Services for home-bound students.

Mr. Campbell and Dr. Richard Sauer of the Lutheran School System have discussed the possibility of carrying Bible classes from the Concordia College Seminary on ACFW's cable system.

In meetings with Dr. Raymond Wilkes, Assistant to the Chancellor, Indiana University-Purdue University at Fort Wayne, Mr. Campbell and Dr. Wilkes were able to identify the following possible areas of IU-PU/ACFW cooperation:

1. Carrying programming from the IU Medical School in Indianapolis on ACFW's cable.
2. Carrying programming from IU-PU's own studio and campus distribution system on ACFW's cable.
3. Delivering into Fort Wayne homes IU-PU's continuing education, external Bachelor of General Studies degree and Master of Engineering degree courses. (The Master of Education degree is now being taught almost entirely by television).

4. Carrying programming from the Indiana Higher Education Telecommunications System.

5. Providing an actual, commercial, "hands-on" laboratory for students in the Radio-Television-Film degree program. This is a unique contribution which ACFW can make to IU-PU.

To facilitate all of these services, ACFW will construct a special College Network cable system, separate from our regular cable distribution network. This separate network will enable flexible, high capacity and high quality video, audio and data communications from college to college and between colleges and our Master Control Center (hub).

In addition, all access users, including colleges and public and parochial schools, will have access to the four channel upstream capability of our system, as it is activated. The Basic Service on our regular cable distribution system includes three full-time and one shared-time educational channels and two full-time higher education channels.

ACCESS CHANNELS

One access channel for public, government, and education may be the traditional limit, but ATC has been involved in access for over five years and has found that one is not enough.

---One assigned access channel means that someone didn't look to the future when the original channel is filled and a frantic search for more spectrum space occurs; or a service is eliminated for more access or, worse yet, the increase to access production comes to a halt.

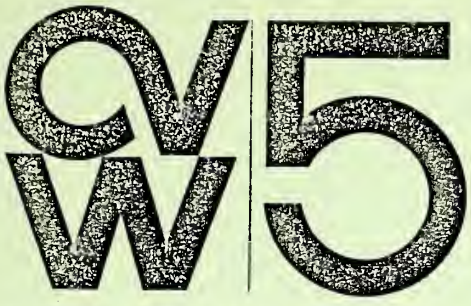
---One assigned access channel means that someone did not foresee the night when two high school basketball games are played at the same time.

---One assigned access channel means that the community has one choice in choosing public access--take it or leave it.

ATC and ACFW understand these needs and have provided two cable channels for public access and two cable channels for government access.

In the case of educational access, 6 cable channels will be made available (including 2 for higher education). This number is needed to fill the demands and needs of the Fort Wayne community educators, as was noted by Sherwood Campbell, ATC's Director-Systems Engineering, when he met with them. (See Special Educational Services).

FIGURE VI-2(b)



COMMUNITY VIDEO WORKSHOP

The primary function of the Community Video Workshop is to provide public access to the cable television system in the greater Reading area.

The staff and workshop members, who are people from the community at large, have worked together to establish guidelines and procedures to insure equal opportunity for access to all interested persons and groups. The workshop provides information, training and technical assistance; it also functions as a resource center for the community and coordinates volunteer activities.

The basic concept of the workshop is to help people to do it themselves. The workshop staff's job is NOT to produce or direct programs or to provide coverage of events but to help people develop skill in television communications so they can do it themselves. All necessary training and equipment is provided without charge. In addition, independent producers who have equipment are provided free time on the public access channel to present their programs to the community.

This pamphlet covers four areas:

1. What You Can Expect From the Workshop
2. What the Workshop Expects From You
3. The Structure of the Workshop
4. Suggested Methods for Better Presentations.

A glossary of terms and concepts used in the text is included to provide further clarification.

What You Can Expect From The Workshop

INFORMATION: Information about access, equipment, the cable system, Federal Communication Commission Rules and Regulations, programming, scheduling and various other related topics.

COORDINATION: Workshop staff try to coordinate the activities and projects of groups and individuals by putting them in contact with other groups and individuals who share similar ideas and interests.

TRAINING: Workshop staff will train you in all phases of public access production which ranges from single camera portable videotape recording equipment to multi-camera, live cablecasting. Note; equipment and facilities for access productions are provided without charge to all workshop members who have completed training in the various phases of access production.

PRESENTATION OF PROGRAMS: Workshop member's projects and taped or filmed programs by independent producers are shown on Cable Channel 5 through regularly scheduled cablecasts.

FIGURE VI-2(c)

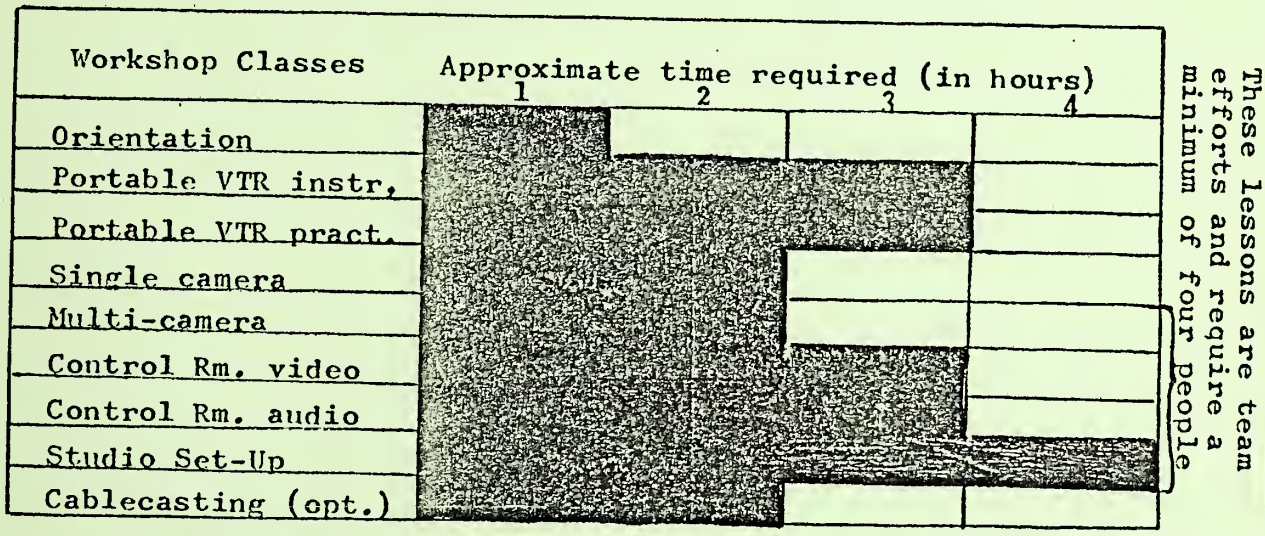
What the Workshop Expects From You

INFORMATION: The FCC requires that the name and address of access users be kept on file for a period to two years. This information, in addition to workshop files and tapes, is public. There is no secret or privileged information on record in the workshop. Also, cablecasting information for the play-back of your presentation is essential, as is the program description you write for the advance scheduling of your presentation.

FLEXIBILITY: Every effort is made to coordinate available equipment to users' requests. Users are asked to be flexible and reasonable in order to avoid monopolizing equipment or cable time.

COOPERATION: Training in the use of each type of equipment is mandatory. Television equipment is fragile and expensive. Proper training minimizes wear and breakdowns in the equipment. Basic skills in portable and studio equipment use are a major factor in making your programs effective. Since equipment and facilities are in almost constant use due to the increasing interest in public access television, workshop members are asked to plan, not complicate, their projects. Elaborate, full scale productions require many people and tie up the studio for long periods. You are encouraged to establish a basic format which will fulfill your communication needs without it becoming cumbersome to all involved.

PRESENTATION OF YOUR PROGRAM: The programs you produce will be on the cable system (Cable Channel 5) at a time that is agreeable to the user, within the first-come, first-served guidelines. Scheduling usually involves some compromises. Since cablecasting is on a time-sharing basis with a commercial broadcast station, half-hour time segments are suggested. If your presentation runs over the prearranged time slot, you have the option of cutting your program, running it in a series or arranging for a longer time slot at a later date. Note: any alteration in the content of your presentation is your responsibility. The workshop does not censor, edit or in any way alter your program.



The chart on the preceeding page indicates the approximate amount of time required for each of the workshop training lessons. As indicated, you can be producing your own public access television presentation after as little as seven hours of instruction. Large scale studio productions are a team effort and require a total of fourteen hours of instruction for a group of four, which must include at least one workshop member to appear in front of the camera.

The workshop is not limited to individuals or groups who wish to produce their own public access television programs. Members of the community are welcome to become involved in the organizational and resource aspects as well as the growth of public access in Berks County. Those who do not produce their own programming but have a message or information to share with the community are entitled to a brief videotaped presentation produced by the workshop staff and/or qualified workshop volunteers. A studio presentation of this type is limited, because of the personnel requirements, to the basic studio set-up; one camera, a maximum of three microphones, standard lighting, seating for up to six people, a table, graphic stand, and one felt board with letters. Maximum time allotted for such presentations is one hour.

Suggestions For A Good Production

1. While planning your presentation you should keep two questions in mind:
   a. What information am I trying to convey?
   b. Who am I trying to reach?
2. Make sure your communication demands meet your communication needs. Examine your information. Can you answer these questions?
   a. Do you have an outline of what you want to present?
   b. Have you established the priorities or sequence in which you want to present your information?
   c. Is it necessary to have a continuing series or will one program be enough?
   d. Do you have one main idea that you want repeated or is your information ever changing?
   e. Are any films, slides, or other graphics available to enhance the effectiveness of your production?
3. Do not mistake what is essentially a conduit for information as a spray nozzle. You must decide and understand to whom your information is directed. Can you answer these questions?
   a. Who needs or wants the information you are providing?
   b. Do they know that you are going to give this presentation?
   c. How can you inform them that your information is being presented?

d. Have you considered: newspaper ads, radio ads, posters, direct mailing, organizational newsletters, telephoning, publicity releases, etc.?

4. The workshop television facility is only one of several available television facilities in the area. Many schools, organizations and individuals may have facilities which may better suit your communication needs. A list of these facilities will be provided upon request.

5. Time is of the essence. Schedule enough time to do what is necessary to present your information properly to the community. Please allow enough time to set up your production, carry it through, and tear down after it is over. Remember these guidelines:

   a. Don't hurry your presentation or try to squeeze everything into a time period if it inhibits the effectiveness of your presentation.. If you don't have enough time, schedule another time.

   b. If you schedule time, and don't or can't use it, please inform the workshop. Other groups or individuals can make use of that time.

   c. If you plan to use the studio, we suggest that directors be there 45 minutes before production; camera persons be there 30 minutes before production, and talent or speakers be there a5 minutes before production.

6. Some technical suggestions:

   a. Make usre the equipment you are using is in good working condition before you start your presentation.

   b. Have your graphics drawn on a three unit high by four unit wide ratio with plenty of space around the edges. The television screen is on this ratio, thus your graphics will nicely fill the entire screen.

   c. Don!t wear white.

   d. Don't wear ornaments, earrings, tie clasps, etc., that reflect light.

   e. If you must handle a microphone, don't fidget with it.

GLOSSARY

Workshop: Both the space, staff and facilities with which training, scheduling and coordinating of community programming takes place and the local people who are using the cable system to give information to the Reading and Berks community. It is a project started by Alternate Media Center of the New York University's School of the Arts in cooperation with the American Television and Communications Corporation and its subsidiaries, Berks and Suburban T.V. Cable Co's. Membership, open to everyone, is automatically conferred on anyone who completes an orientation session on public access television and expresses a desire to use facilities or participate in the organization.

Access: The ability or right to use cable systems, usually to originate programming.

Equipment: Basically, institutional or non-broadcast video systems. Specifically, portable half-inch videotape recorders, VTR's, such as the two Sony units that the workshop lends out to the community. Also, with proper technical supervision, studio equipment, i.e., one-inch and three-quarter inch videotape machines and studio cameras.

Cable System: The distribution, via coaxial cable, of broadcast television signals, as well as locally originated television signals, into the homes of cable subscribers.

Federal Communication Commission Regulations: For full information, see Federal Register, Vol. 37, No. 30, Saturday, February 12, 1972 - Sec. 76.251.

The following are the main guideposts of the public access regulations:

--Channel, or channels shall be provided on a first-come, non-discriminatory basis to any individual, group or other entity.

--The cable system will not censor any user nor exercise any control. However, the following program content is prohibited:

1. Advertising material designed to promote the sale of commercial products or services or candidates for public office.

2. Lottery material or information.

3. Obscene or indecent material.

--The user of the public access channel shall bear the sole responsibility and liability for all program content and material.

--The cable system shall maintain and permit public inspection of a complete record of the names and addresses of all the persons and groups requesting access time on the channel and shall make such records available for public inspection at the system's address for a period of at least two years.

--These rules apply to all cable systems that commence operations on or after March 31, 1972, in a community located in whole or part within a major television market. Systems that commenced operations prior to March 31, 1972, shall comply on or before March 31, 1977.

Programs: Any information you wish to have cablecast.

Scheduling: Coordination of facilities and cable time in an effort to accomodate as much of the communities' communications needs as possible.

Groups: Both the formal and informal sections of the community, i.e., Elks, a women's social group, etc.

Individuals: Persons utilizing the facilities on their own, not representing any group, agency or club.

Staff Members: People hired by the Berks-Suburban T.V. Cable Co. to help coordinate, instruct and schedule community produced programming as well as to assist in the technical production and distribution of the programming.

Volunteer Assistance: Any group or individual trained by the Community Video Workshop who would be willing to help produce or record your information. A list of volun-

teers is maintained at the workshop.

Training: Actual hands-on lessons in the operation of portable video recording equipment and studio equipment. Training is mandatory for the operation of the equipment.

Single Camera, Portable Videotape Recorder: A 22 pound half-inch videotape recorder connected to a 7 pound camera which can record video and audio in black and white up to thirty minutes at a time. It runs on batteries or AC current.

Multi-Camera: A studio production involving use of more than one camera, the device to switch between them and the technical knowledge and experience to adjust and balance your shots.

Live: The capability to give your information to the community immediately and to receive immediate response from them.

Cablecasting: This is the distribution of information through a cable system as opposed to over-the-air broadcasting.

Facilities: The studio, the control room, the playback center, the viewing center and the public access office, all of which are provided by the Berks-Suburban T.V. Cable Co.

Access Producers: Members of the Community Video Workshop who have completed instruction on one of the forms of video equipment and who have borrowed it to produce a presentation to be cablecast.

Free: There is no charge levied on the user for the access equipment or channel time. At this time CVW5 is funded entirely by the Berks-Suburban T.V. Cable Co.

Film: An optical recording system as opposed to the electronic tape recording system. Both 16mm and 8mm film can be used to present your information to the community.

Independent Producer: Those who have prepared a presentation without the assistance of the Community Video Workshop.

Cable Channel 5: Presently, the cable channel designated for access programming.

Cablecasting Information: Certain specifics about your presentation are necessary to insure the proper distribution of your information over the cable system: actual length of the program; title of the program; your name; special instructions, if any.

Playback: The showing of your videotaped information on a monitor, a closed-circuit system ot the cable system.

Description: The title, summary of content and name of the producer of a videotaped program. This is the responsibility of the access user who produced the program and is needed for proper scheduling of the program.

Advanced Scheduling: The workshop schedules the upcoming programs for the coming week on the preceeding Wednesday. This schedule appears in the Sunday Reading Eagle. It includes the day, time and brief description of the programs to be cablecast.

Requests: Depending on the availability of hardware and equipment, the workshop will endeavor to meet as many of the communication needs of the community as it can.

Monopolizing: The excessive use of facilities and equipment to the discriminatory exclusion of other groups or individuals.

Cable Time: The allotted time on the cable system for distribution of access programming.

Basic Skills: The understanding and employment of the fundamentals of the operation of studio and/or portable video equipment and program production.

Basic Format: The most effective yet uncomplicated manner in which to present your information. An examination of your communication needs will help to determine the degree of complexity necessary in your presentation.

Full Scale Productions: A complex, multi-camera production with different scenes and a large cast. This might also include doing retakes and editing the final product.

First-Come, First-Served: A nondiscriminatory way to furnish equipment, staff and cable time to the community.

Compromises: The instances when two public access users intend to use the same facility or cable time. It is up to the various users to determine among themselves the priority of their respective projects. In addition, since at this time the Community Video Workshop is funded by the Berks-Suburban T.V. Cable Co. there will be times when the cable company itself will be utilizing the access facilities and cable time.

Content: The subject matter which you want to distribute to the community as well as the manner in which you present it.

Censor: The eliminating of certain specific types of material or information from your presentation.

Edit: The electronic or physical altering of the sequence or length of the material or information in your presentation.

Recycle: The erasure of the recorded information on a videotape. The workshop's policy is: recorded information belongs to the producer, however, the tape itself belongs to the workshop. If you do not notify the workshop that you need or want the tape, for whatever reason, the tape will be erased one month after it was produced.

CVW5: Community Video Workshop, located at 1112 Muhlenberg St., Reading, Pa., utilizing Cable Channel 5 for access programming.

The foregoing are the basic guidelines, established by CVW5, for access users.

CVW5 grants permission for reproduction in whole or in part of the foregoing providing that proper credit/ acknowledgement is given CVW5.

CVW5
COMMUNITY VIDEO WORKSHOP

JOB DESCRIPTION

SYSTEM: FORT WAYNE, INDIANA

JOB TITLE: PUBLIC ACCESS DIRECTOR

GENERAL DESCRIPTION: The Public Access Director basic function is to provide full-time attention to the requirements of local origination, public access and remote cablecasts. In this capacity, the Public Access Director can relieve the System Manager from the burden of monitoring tasks on a day-to-day basis.

ACCOUNTABILITY: The System Manager

RESPONSIBILITY:

1. Drafting paperwork attendant to all studio operations.
2. Monitoring monthly, weekly and daily program schedules.
3. Preparing a daily program schedule for required personnel.
4. Producing and directing all promotional materials produced for promo use.
5. Maintains and catalogues library materials produced for promo use.
6. Scheduling of all studio personnel.
7. Collection and mailing of time sheets.
8. Creation and dissemination of a comprehensive program to stimulate the interest and use of all local origination/public access facilities.
9. Assuring regular preventative maintenance of all studio equipment.

QUALIFICATIONS: Required education: BA Mass Communications or at least 5 years experience in the field of television production.

FIGURE VI-2(d)

Special skills and/or aptitudes: writing ability, attendance to detail, knowledge of production methods and procedures.

The ability to interface and relate with people from all social and economic levels.

Required pertinent experience: practical experience in production methods and experience scheduling and organizing of daily work load.

JOB DESCRIPTION

SYSTEM: FORT WAYNE, INDIANA

JOB TITLE: PRODUCER/DIRECTOR

GENERAL DESCRIPTION: On behalf of the Public Access Director, the Producer/Director is responsible for the daily operations of local originations, public access and remote productions, and attendant paper work as assigned.

ACCOUNTABILITY: The Public Access Director

RESPONSIBILITY:

1. Daily operation of local origination, public access and remote production.
2. Maintains schedules for crew and equipment availabilities.
3. Serves as producer and/or director where required.
4. Completes scripts and program outlines as required.
5. Serves as an instructor in the operation of all studio equipment and the skills of directing.
6. Arranges for contract labor as needed.
7. Organizes preliminary services and finalizes details for all remotes.
8. Serves as interface with the Fort Wayne Advisory Committee in the absence of the Public Access Director.

QUALIFICATIONS: Required education: BA Mass Communications or 3 years experience as a producer/director.

Special skills and/or aptitudes: writing ability, attendance to detail, complete knowledge of production methods and procedure and organizational ability.

Required pertinent experience: practical experience in production methods and experience scheduling and organizing of daily work load, and the production and execution of programs and spots.

JOB DESCRIPTION

SYSTEM: FORT WAYNE, INDIANA

JOB TITLE: PRODUCTION ASSISTANT

GENERAL DESCRIPTION: On behalf of the Public Access Director, the Production Assistant is responsible for the day-to-day activities attendant to the production of local origination and public access. Additional responsibilities require the ability to serve as a director, an audio engineer and a lighting engineer whenever necessary.

ACCOUNTABILITY: The Public Access Director

RESPONSIBILITY:

1. Daily operation of the local origination studio, remote cable cast and scheduling of necessary production personnel.

2. Maintains the logging and storage of library materials and up-dates the programming schedule on a daily basis.

3. Assists in the production of promotional materials and audio carts.

4. Assists in the production of campaigns to stimulate and maintain interest in local origination and public access functions.

QUALIFICATIONS: Required education: BA Mass Communications or 3 years television experience.

Special skills and/or aptitudes: attention to detail, knowledge of production methods, mechanical ability.

Required pertinent experience: practical experience in production methods and experience working with video tape and familiarity with video tape machines.

JOB DESCRIPTION

SYSTEM: FORT WAYNE, INDIANA

JOB TITLE: TELECINE OPERATOR

GENERAL DESCRIPTION: On behalf of the Public Access Director, the Telecine Operator is responsible for the daily operation of local origination play-back gear, and attendant paper work as assigned.

ACCOUNTABILITY: The Public Access Director

RESPONSIBILITY:

1. Daily operation of the 3/4" video cassette play-back units.
2. Daily operation of the film island consisting of 16mm film and slides.
3. Maintains the logging and storage of library materials.
4. Assists in the production of promotional materials and audio carts.
5. When needed, offers instruction in the operation of 3/4" video tape machines and the 16mm film island.

QUALIFICATIONS: Required education: BA Mass Communications or equivalent experience.

Special skills and/or aptitudes: attendance to details, knowledge of production methods, mechanical ability.

Required pertinent experience: practical experience in production methods and experience working with video tape and familiarity with video tape machines and film projection.

ACFW'S COMMITMENT TO THE PUBLIC INTEREST

ACFW proposes to establish an eight (8) member Community Video Advisory Board. This Board would consist of potential users as well as subscribers. It will be in addition to the Cable Television Program Advisory Council required by the ordinance and will work closely with that Council. It will be needed to 1) provide a forum for access channel users as well as system subscribers, 2) to provide advice on the programming of the public access and local origination channels and 3) to provide guidance to the efforts of the Community Video Workshop.

A committee of users--The Community Video Workshop--will be established under the direction of the Advisory Board to work with ACFW to ensure proper education of community groups and individuals in the utilization of the system's unique capacity. ACFW's staff will support and coordinate the work and production of workshop members. It will also attempt to ensure activity by distinct groupings of users (e.g., nationalities such as German and Italian, various religious denominations, the Black minority, etc.).

ACFW has already completed an Ascertainment Study within the Fort Wayne Community (See Appendix B). The purpose of this study was to identify the needs for expression as well as the programming needs to which this

cable system's public access should respond. If ACFW is selected as the cable operator in Fort Wayne, it would undertake an updating of this study in order to reveal the most current state of access needs in Fort Wayne. The Community Ascertainment Study was performed using a sampling technique which was totally random telephone calls, thus assuring results with no demographic bias.

AMERICAN CABLEVISION OF FORT WAYNE INCORPORATED

A PROFILE OF

AMERICAN CABLEVISION OF FORT WAYNE, INC.

American Cablevision of Fort Wayne, Inc., an Indiana Corporation, was established specifically to provide cable communications to the City and Citizens of Fort Wayne. The corporation has pledged to make available up to 20% of its stock for issuance to local individuals and organizations in the City of Fort Wayne for the purpose of ensuring local participation in the policy and management of the corporation. In addition, up to 3 of the 7 memberships on ACFW's Board of Directors will be reserved for local individuals and organizations.

Local shareholders and directors will provide an intimate knowledge of the City of Fort Wayne, while ATC provides the overall industry experience in construction, operation and maintenance of a broadband communications network. Together, this combination of talent makes American Cablevision of Fort Wayne the finest company to provide cable television service to the City of Fort Wayne--today and in the future.

Management of American Cablevision of Fort Wayne, Inc.

American Cablevision of Fort Wayne, in the preceding sections of this proposal, has committed itself to constructing the most modern cable television system possible. The services proposed will bring variety to residents of the Fort Wayne Community. To develop these commitments into reality requires the talents and focus of a solid management

team, and American Cablevision of Fort Wayne is committed to developing the strongest possible management staff for its Fort Wayne operation.

ACFW recognizes that a high calibre local management team is an integral part of a cable system as sophisticated as the one contemplated for the City of Fort Wayne. And, ATC's long-standing management training and recruitment programs will ensure that top quality people are available for all key positions in the Fort Wayne communications system.

ATC presently has several young individuals training in its systems nationwide, as well as in its Denver corporate office. With training programs focused on developing initiative and responsibility, top-flight managers will be ready to assume the key roles in Fort Wayne if ACFW is the successful cable television applicant.

Supplementing a strong ACFW management team will be the ATC corporate staff. Considered the finest in the industry, ATC's entire staff of engineers, programming consultants, financial advisors and management experts will be available to guide ACFW's efforts in Fort Wayne on an as-needed basis.

A profile of ATC and biographies of its key administrators concludes this exhibit. Figure VII-1(a), following, is a functional organizational chart for ACFW.

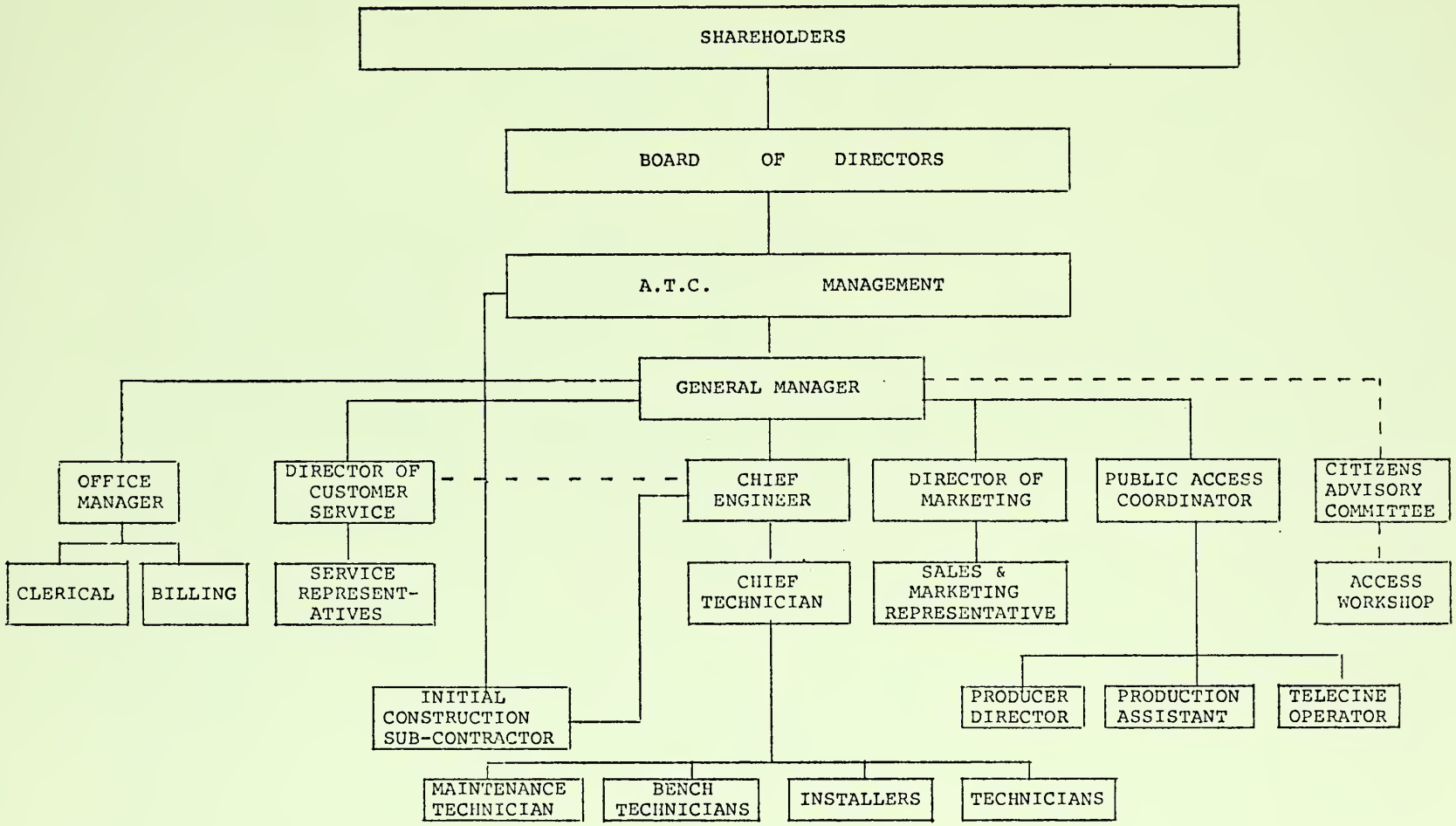


FIGURE VII-1(a)

A PROFILE OF

AMERICAN TELEVISION AND COMMUNICATIONS CORPORATION

ATC is a publicly-held corporation with CATV operations in 31 states, serving over 650,000 subscribers. Details concerning each of ATC's operating cable systems and franchises can be found in the Company's annual and 10-K reports which are included in Exhibit I-2, Section I, of this Appendix. ATC's corporate headquarters are located in Englewood, Colorado.

The Officers of ATC are:

Monroe M. Rifkin	Chairman and President
Joseph J. Collins	Vice President - Eastern Operations
John J. Gault	Vice President - Corporate Development
James R. Griffith	Vice President - Treasurer
David D. Kinley	Vice President - Planning and Development
Michael J. McCrudden	Vice President - Western Operations
Trygve E. Myhren	Vice President - Marketing
Henry J. Gerken	Secretary/House Counsel
Thomas W. Binning	Controller - Assistant Secretary
David E. O'Hayre	Assistant Controller
June E. Travis	Assistant Secretary

American Television and Communications Corporation possesses the extensive technical and management capabilities of a group of people who helped pioneer the cable television field. ATC presently employs over 1,100 of the highest calibre management and technical personnel in the industry today. They have been responsible for the development of many award-winning promotional, accounting, technical and control practices utilized throughout the industry today.

The management of American Television and Communications Corporation is constantly called upon to provide leadership in the National Cable Television Association and regional industry organizations. Realizing the importance of these associations to the public and the industry, ATC personnel have and are serving as elected officers, committee chairpersons and members on national, regional and state levels.

This team of top specialists is dedicated to the concept of being an integral part of all ATC communities served. Certainly it is the primary reason for ATC's unparalleled growth and increasing leadership within the industry. A brief synopsis of the company's growth and progress follows...

1968	ATC was founded in June and acquired 36 operating cable TV systems, serving over 70,000 subscribers, in 14 states.
1969	The company became publicly-owned in March and raised some $4.7 million through an offering of its stock to the public. In July, ATC was selected from among 100 nominees to be the recipient of the annual National Venture Capital Award for its skillful appraisal of cable TV growth potential. The company expanded its operations into Arkansas, Kentucky and North Carolina and acquired its first franchise for a Top 50 market..Albany, New York.
1970	ATC started to do business in its 19th and 20th states...Pennsylvania and Mississippi. The company was awarded a franchise for Orlando, and announced its plan to construct a cable network to interconnect 18 towns and 3 counties in Central Florida. The corporate office in Denver added an engineering department.

1971 ATC entered the microwave transmission field with its purchase of Southeastern Microwave in Florida. Before year-end, the company furthered its position in the microwave industry by acquiring Minnesota Microwave. Cable operations expanded into West Virginia and Ohio and a nationwide precedent was set when the country's first public access workshop was established by our Reading, Pennsylvania system. ATC hired a VP-Finance and developed a comprehensive accounting, internal audit and financial function to provide services and establish reporting procedures which are still without equal in the industry. The company arranged a revolving credit loan agreement with a group of banks, negotiated $12.5 million private financing, and sold its stock. At June 30, 1971, ATC reported its first profitable year of operation.

1972 Georgia, Maine, South Carolina and Virginia joined the ranks of those states served by ATC systems or franchises. The company purchased Jefferson Carolina Corporation, a cable company with operations in three states. Including the 50,000 subscribers gained through this acquisition, ATC's subscriber level topped 200,000 during the year. Negotiations were completed to increase the company's revolving credit loan to $17.5 million -- and a $23.5 million private financing was completed.

1973 ATC won 13 new franchises, for areas with approximately 210,000 potential homes, during the year. This achievement was an industry record for 1973. The company increased the number of states in which it operated to 29 with its entry into Illinois, Indiana and Alabama. Eight operating systems and three franchises were acquired from Time Incorporated. The company's revolving credit loan was again increased...to $36 million.

1974 The Denver office added house counsel and underwent a major organizational change which resulted in operating divisions designed to better support the company's field operations. Construction flourished during the year. Work neared completion on a major microwave extension in Florida, and

was begun on a new microwave system to serve Virginia and North Carolina. The company expanded its operations into Connecticut -- the 30th state to be served by ATC. Near year-end, a corporate marketing department was established in Denver.

1975 Denver Operations were consolidated into two Areas to maximize effectiveness. Marketing expanded and undertook major marketing and remarketing campaigns in new and existing ATC locations across the country. The Florida and Washington, D. C. microwave systems were completed and activated during the year, and the company's subscriber total exceeded the half-million mark. During 1975, ATC entered its third communications industry: pay-TV. In March, pay cable services were first offered in San Diego, California --- and in September, pay-TV premiered in Jackson, Mississippi via an earth station constructed to receive pay programming being distributed via satellite.

1976 The company completed a $24 million private financing arrangement, and acquired three cable television systems located near its existing operations in San Diego. The National Science Foundation selected ATC's Reading, Pennsylvania system as the site of a major sociological experiment designed to aid senior citizens. An earth station was constructed in Orlando, Florida and became the site of a pay-TV "first" when ATC purchased the rights to the Ali/Norton heavyweight championship fight for its regional audience. Construction was accelerated in nine of the company's developing markets as ATC underwent its most aggressive expansion program in history.

1977 With only a portion of 1977 behind us, ATC has recorded some impressive results. The company declared its first dividend and announced its intention to pay regular quarterly dividends in the future. The company acquired the operating cable television system serving more than 16,500 subscribers in and around Ithaca, New York. Similarly, the company's microwave interests

increased significantly as a result of the recent ATC purchase of Microwave Transmission Corporation, a 1400-mile interstate common carrier which serves 26 locations in California and Washington.

Many ATC employees have contributed to the company's growth and progress over the years and Figure VII-1(b), following, contains brief biographical sketches of a few of them. The people highlighted will be engaged in the planning, engineering, construction, operation and management of the proposed system in Fort Wayne. These brief sketches indicate the amount of knowledge and strength in system operations that will be made available to the City of Fort Wayne through American Cablevision of Fort Wayne's affiliation with ATC.



Monroe M. Rifkin
Chairman - President

Has served as president of ATC since the company's formation in 1968.

Mr. Rifkin is recognized as a broadly experienced leader in the cable communications industry. Prior to ATC's formation, Mr. Rifkin was, for five years, President of Daniels Management, a brokerage, consulting and management company devoted solely to the cable television industry; and a company which had managed twenty-five of the original ATC-affiliated systems.

A Certified Public Accountant, Mr. Rifkin has long been involved in industry affairs. He has served as both Secretary and Treasurer of the National Cable Television Association as well as on its Board of Directors. He currently chairs the NCTA's Long-Range Planning Committee.

Mr. Rifkin spearheaded industry interest in the two-way communications potential of CATV in the early 1970's and his forward-thinking has kept ATC in a place of prominence over the years.

FIGURE VII-1(b)



Joseph J. Collins
Vice President-Eastern Operations

Responsible for ATC operations in 12 Eastern states, including operating cable systems and systems under development. Staff support includes two Eastern Area Division Managers and Project Director.

Mr. Collins joined ATC in June, 1972 as Director of Marketing in Orlando, Florida. He was named General Manager of the company's Central Florida operations a year later.

Transferred to the Denver office in September, 1974 as a Division Manager, Mr. Collins was, in 1976, named ATC's Vice President-Eastern Operations.

Mr. Collins completed his undergraduate work at Brown University and earned an MBA at the Harvard Graduate School of Business Administration.



John F. Gault
Vice President-Corporate
Development

Has served as an ATC Vice President since March, 1970. Headquarters in New York City.

Mr. Gault has been associated with the cable television industry since 1960. Prior to joining ATC's executive staff in 1970, he had been Vice President-Operations of Television Communications Corporation; President of Continental CATV, Inc. and President of Commonwealth Television, Inc.

Mr. Gault has actively participated in industry matters over the years. He is a former Director for the New York State Cable TV Association and the former chairman of the National Cable Television Association's vital Utility Relations Committee. Mr. Gault has additionally served on innumerable industry panels and committees, and is regarded as a highly knowledgeable leader in cable television.



James R. Griffith
Vice President - Treasurer

Responsible for ATC's overall financial affairs. Liaison with the banking and financial communities.

Prior to joining ATC in September, 1975, Mr. Griffith was vice president-finance of Penntech Papers, Inc. in New York City. He joined Penntech in 1970 as treasurer and was appointed a vice president in 1972. Earlier, he served as a financial analyst in the treasurer's department at Exxon.

A 1963 graduate of Princeton University, Mr. Griffith also earned an MS and an MBA from the University of Michigan.



David D. Kinley
Vice President-Planning
and Development

Responsibilities span ATC's existing and developmental activities relating to franchise development, engineering and microwave projects. Directs research and development relative to the company's entry into new technological areas, such as MDS and STV.

Prior to joining ATC in June, 1976, Mr. Kinley was Cable Bureau Chief of the Federal Communications Commission, a position he held for two years. Before that, he had been Deputy Chief of the FCC Cable Bureau.

Mr. Kinley, a lawyer, has also held positions at the Justice Department and at the Department of Health, Education and Welfare. He has served as an assistant to the Lt. Governor of California and was in private practice with a California law firm early in his career.

Mr. Kinley completed his undergraduate work at Principia College in 1963 and subsequently received his Juris Doctor degree from Harvard University.



Michael J. McCrudden
Vice President-Western Operations

Responsible for total company operations in the western part of the country, covering seventeen states. Support staff includes three Division Managers.

Mr. McCrudden joined ATC in July of 1972, after serving two years as Executive Assistant to the Director of the Office of Telecommunications Policy. Prior to that he was a consultant with Booz Allen and Hamilton, where he worked extensively with Comsat and Intelsat on the management of international and domestic satellite systems.

He received a BA degree in Political Science from Trinity College in Hartford, Connecticut and an MBA from the Wharton School at the University of Pennsylvania.



Trygve E. Myhren
Vice President-Marketing

Responsible for advertising, sales and market research at both corporate and field levels. Functional responsibilities span ATC's basic cable offerings as well as its entry into the field of pay television and related consumer services.

Prior to joining ATC as its Vice President-Marketing in May, 1975, Mr. Myhren was vice president of Communications Research Machines, a publisher of magazines and textbooks and a producer of films and home study products. Previously, he had been executive vice president and a principal of Marketing Continental; a senior associate with Glendinning Companies; and a unit manager for Proctor and Gamble.

Mr. Myhren completed his undergraduate work at Dartmouth, and earned an MBA in marketing from the Amos Tuck Graduate School of Business Administration and Finance in 1959.



Henry J. Gerken
Corporate Secretary

Serves as Corporate Secretary and Counsel to ATC.

Mr. Gerken graduated from New York University in 1962 with a Bachelor of Science degree in business administration. He received his Juris Doctor degree from the same university in 1965.

After serving four years in the Judge Advocate General's Corps of the U.S.Army, Mr. Gerken became associated with the New York City law firm of Webster, Sheffield, Fleischmann, Hitchcock & Brookfield in September, 1970, and specialized in general corporate practice for five years.

A member of both the New York and Colorado Bar Associations, Mr. Gerken joined ATC in April, 1975, in his present capacity.



Thomas W. Binning
Controller and Assistant Secretary

Responsible for the overall operation of ATC's home office accounting department. Additional emphasis includes cash management and SEC reporting responsibilities.

Mr. Binning joined ATC as Controller in 1971. He had previously served, for five years, on the audit staff of Arthur Young & Company. A Certified Public Accountant, Mr. Binning graduated in 1966 with a bachelor of science degree in accounting from the University of Wyoming.



David E. O'Hayre
Assistant Controller

Responsible for the General Accounting, Asset Accounting, Tax and Payroll functions in the ATC Denver office.

Mr. O'Hayre was a member of the audit staff of Arthur Young & Company for over five years until January, 1973, when he joined ATC as Director of Taxes and Insurance. In August, 1975 he was named Assistant Controller of the company.

Mr. O'Hayre is a graduate of Regis College, having received a Bachelor of Science in Accounting in 1968.



June E. Travis
Director - Corporate Communications

Responsible for corporate publications designed to communicate with both generalized and specialized audiences.

Mrs. Travis handles financial public relations, the production of corporate presentations and internal communications for ATC. An employee of the firm since October, 1969, she has also served as assistant secretary of the corporation since 1973.

Prior to entering the cable television industry, Mrs. Travis garnered nearly five years' broadcasting experience with the National Broadcasting Company.



James H. Doolittle
Eastern Area Division Manager

Responsible for operating cable television systems which comprise approximately 50 percent of ATC's Eastern Area. Directs the activities of 3 regional managers.

Named an Eastern Area Division Manager in January, 1977, Mr. Doolittle transferred to the Denver headquarters office from Charlotte where he had served as ATC's Carolina Regional Manager since 1972.

Mr. Doolittle has been associated with the cable television industry since 1967. He entered the field as manager of two small North Carolina systems located in Dunn-Erwin and Sanford and was responsible for the construction and operation of a 400-mile cable system being developed in Raleigh.

Mr. Doolittle graduated with a degree in business administration from High Point College in North Carolina.



James D. Stafford
Eastern Area Division Manager

Responsible for operating cable television systems which comprise approximately 50 percent of ATC's Eastern Area. Directs the activities of 2 regional managers.

Mr. Stafford joined ATC in March, 1972, and established the operations department. For two years, his primary emphasis was directed toward the company's operating cable systems in the southeastern portion of the U.S. That responsibility was expanded to encompass approximately half of the operating systems in ATC's Eastern Area.

Prior to joining ATC, Mr. Stafford gained extensive management experience as retail controller for Litton Industries, General Manager of Denovox of North America and Marketing Manager for the Pillsbury Company. His broad business experience is complemented by an educational background which spans both his technical and management interests.



David R. Van Valkenburg
Eastern Area Project Director

Responsible for new cable television systems under development in ATC's Eastern Area.

Mr. Van Valkenburg joined ATC in 1973 as manager of the company's Moraga, California system, and was subsequently named western regional manager. While located on the West Coast, he was active in industry affairs and served for two years as a director of the California Cable Television Association. In 1975, Mr. Van Valkenburg joined the Denver corporate staff in his present capacity.

Prior to joining ATC, Mr. Van Valkenburg worked for 4 years as a financial analyst with Investors Diversified Services where he specialized in the analysis of the cable TV industry.

Mr. Van Valkenburg has completed all of the academic work leading toward a Doctorate in radiation biophysics. He is also a graduate of the Harvard University Graduate School of Business Administration.



James P. Cottingham
Western Area Division Manager

Responsible for operating cable television systems which comprise approximately halt of the ATC Western area. Directs the activities of two regional managers.

Mr. Cottingham joined ATC in April, 1974 as Manager of System Analysis. He worked actively in planning and scheduling, and developed many operational policies which are now utilized throughout the ATC family of cable systems.

A 1966 graduate of the Virginia Polytechnic Institute, Mr. Cottingham brought to ATC eight years' experience in systems integration and testing.



R. Michael Kruger
Western Area Division Manager

Responsible for operating cable television systems which comprise approximately half of ATC's Western area. Directs the activities of three regional managers.

Mr. Kruger joined ATC in 1974 as assistant manager of the company's San Diego, California system. He was subsequently named general manager of that operation.

In 1976, Mr. Kruger took on the additional responsibilities as Western Regional Manager and in that capacity was responsible for ATC systems throughout California, Oregon and Nevada. He joined the Denver corporate staff in his present position in January, 1977.

An active member of the cable industry, Mr. Kruger served on the Board of Directors of the California Community TV Association for two years and on the industry's vital Utility Relations Committee from 1976-1977.

Mr. Kruger earned a civil engineering degree from MIT in 1968 and an MBA from Stanford University in 1974.



William H. Brown
Director-Telecommunications Systems

Responsible for the development and operation of ATC's microwave common carrier facilities and satellite receive stations.

Prior to joining ATC in February, 1974, Mr. Brown had seventeen years of engineering and management experience in the aerospace industry, primarily with General Electric and Martin Marietta.

He received his BSEE degree from Auburn University and earned a Masters of Engineering from the University of Florida.



Edward J. Callahan
Director of Research

Responsible for the developmental activities directed toward ATC's continued growth and expansion into new service areas. Particular emphasis focused on two-way signal transmission.

Prior to joining ATC in 1970, Mr. Callahan was senior associate engineer with the Advanced Systems Development Division of International Business Machines Corporation. During his eleven year association with IBM, he was closely affiliated with their development programs pertaining to the cable television industry and broadband communications concepts.

A graduate of Marist College in Poughkeepsie, New York, Mr. Callahan is a member of the IEEE and several other professional engineering societies.



W. Sherwood Campbell
Director of Systems Engineering

Responsible for the design and engineering programs directed toward ATC's new cable television system development around the country.

A seasoned veteran of the cable industry, Mr. Campbell has garnered engineering expertise with such prestigious firms as Rensselaer Polytechnic Institute, Jerrold Electronics Corporation, RCA Corporation, General Electric Cablevision Corporation and ATC.

A registered professional engineer, Mr. Campbell received his bachelor of engineering degree from Stevens Institute of Technology in 1964 and is currently a candidate for an Executive MBA degree from the University of Denver.

Active in industry affairs, he has served on the Utility Relations Committee of the National Cable Television Association and has participated on two panels of the FCC's Cable Technical Advisory Committee. Mr. Campbell has been certified as a Professional Engineer in four states, is a Senior Member of the IEEE, and is active in several other professional engineering societies and associations.



Lawrence H. Janes
Director of Field Engineering

Responsible for the company's on-going engineering programs in all ATC operating systems.

Mr. Janes joined ATC in 1967 as chief engineer for the company's Charleston, West Virginia system, after having graduated from Ohio Technical College. He additionally managed the company's marketing activities in Charleston.

In 1973, Mr. Janes was named General Manager of the new ATC system being constructed in Columbus, Ohio, and was instrumental in that system's development as well as in its franchising activities in nearby suburban areas.

In early 1976, Mr. Janes joined the corporate engineering staff in Denver.



Jack F. Sanders
Director of Microwave Engineering

Responsible for the design and engineering of all ATC microwave systems.

Mr. Sanders coordinates his work with the Federal Communications Commission, the Federal Aviation Administration, field engineers and communications coordinators in the design, implementation and maintenance of high quality microwave systems. Mr. Sanders has been associated with the cable industry since 1960. He has both field and management experience in all phases of microwave technology, including common carriers, Community Antenna Relay Services (CARS), Local Distribution Systems (LDS), and Multi-point Distribution Systems (MDS).

Prior to joining the cable industry, Mr. Sanders was an anti-aircraft radar operator in the United States Navy. He holds a First-Class Radio and TV License from the FCC.



Larry W. Howe
Director-New Venture Analysis

Responsible for the identification, investigation and analysis of new business opportunities for ATC.

Mr. Howe joined ATC in 1976 upon his graduation from the Harvard Graduate School of Business Administration. Prior to receiving his MBA degree, he had earned a Masters degree in communications at Stanford University and an undergraduate degree at Yale.

After serving in the Peace Corps, Mr. Howe became interested in the communications industry. He joined NBC News as a trainee in 1968, quickly became qualified for the more demanding role as a producer for "The Advocates", a national Public Broadcasting Service debate program, and subsequently was named executive producer, Department of News and Public Affairs, for KCET in Los Angeles.

Mr. Howe's solid communications backgroud plays an integral role in the development and implementation of all new ATC business ventures around the country.



William E. (Gene) Linder
Director-Programming and Production

Responsible for programming and production decisions at the corporate level, including the centralized negotiation and purchase of programming for existing ATC system origination and movie channels. Designs studio configurations and packages programming for ATC franchise proposals and systems under development.

Mr. Linder joined ATC in February, 1976 bringing with him many years of management and programming experience garnered in the commercial broadcast industry. During a period spanning some twenty-four years, he helped staff and design five major television stations, and served as production manager of each. Additionally, he served for three years as Director of Programming for a satellite project, funded jointly by NASA and the Office of Education, covering the eight Rocky Mountain States.



Gerard Maglio
Director of Marketing

Responsible for the development and implementation of marketing programs for the company's cable and pay-TV operations throughout the country. Directs research activities to support marketing activities in operational systems and to enhance franchising decisions.

Mr. Maglio joined ATC as Director of Marketing in June, 1976. He had previously been associated with Doubleday and Company, having joined that organization in 1973 as a corporate research assistant. He progressed quickly to the more responsible position of assistant marketing manager and for the year prior to joining ATC, was Marketing Manager of the Literary Guild, division of Doubleday, Inc.

Mr. Maglio graduated from Notre Dame in 1968, and earned an MBA at Columbia University in 1973.



Charles R. Morris, III
Director-Pay TV

Responsible for the implementation of ATC's Pay TV operations.

Mr. Morris joined ATC as manager of the company's Jackson, Mississippi system in 1974, and in that capacity, supervised the construction, budgeting, marketing and operation of this major market facility. He was promoted to his present position in 1975 and is headquartered in the Denver corporate office. He had previously served four years in the U.S. Navy Nuclear Submarine Program.

Mr. Morris earned a bachelor's degree at Auburn University and an MBA at the Harvard Graduate School of Business Administration.

FORT WAYNE MARKETING PLAN

Introduction

The purpose of this section of the proposal is to describe the intended marketing activities for Fort Wayne, Indiana. The narrative will describe in summary form the general marketing approach which should result in the launch and continued success of cable television. Success in this instance is defined as getting cable services into all homes in the City of Fort Wayne which desire service, while encouraging the residents of the city to contribute to the many forms of access programming available to them. This interaction is vital if cable television is to grow as forcasted.

Product

ATC will be marketing two levels of service to all residents within the franchise area. These include:

1. Economy Service at $5.95 per month. Offers 12 channels of information and entertainment, including three local national-affiliated off-air signals, a PBS affiliate from Lime, Ohio (via the Fort Wayne translation station) a specialty station from Indianapolis. Three access channels (public, educational and government), two distant independent signals (Chicago and Indianapolis), all-night movies from Atlanta's Channel 17, plus a local origination channel featuring programming from Madison Square Garden are also included.
2. Basic Service at $7.50 per month. Features a

convenient in-home converter, offering all programming contained in the basic package plus six keyboard and data information channels, additional PBS programming, Spanish International Network programming, several additional access channels, and the Christian Broadcasting Network via satellite.

In addition to the above services, ACFW will offer several optional services:

1. Pay-TV - Available to economy and basic service subscribers at $4.95 per month. This programming will be offered on a per channel basis.
2. Enhanced TV and FM Audio at $2.00 per month.
3. Cordless Converters - Remote cordless control capability will be made available, at an optional additional charge, to basic subscribers who wish to have the extra convenience of a completely remote tuning device.

Background

The service offering for Fort Wayne is both varied and complex, more than that offered in most cable communities. American Cablevision of Fort Wayne's marketing plan is designed to assist Fort Wayne residents in making their subscription decision from among these many alternatives.

Past experience has indicated that a cable company's best approach to marketing its service to new communities is one which attempts to explain the services clearly, completely,

and as accurately as possible. Cable television is a service business predicated upon maintaining goodwill with all members of the community--subscribers and non-subscribers alike--while delivering television signals and programming in a style which guarantees high satisfaction among subscribers. This basic commitment to clear, complete communication leading to optimum goodwill is a key strategy directed toward a mutually beneficial relationship between the cable company, the city government, and individual residents.

ACFW's strategy is best understood when discussed in proper perspective. Cable television service is not really a one-time purchase by consumers. After the initial decision to subscribe is made, the service can be cancelled at any time, at no cost to the consumer. This fact demands that ACFW place emphasis on providing quality service and dealing fairly with subscribers. Word-of-mouth advertising is the single most influential advertising medium, and it is critical to the success or failure of any urban cable television operation. Good word-of-mouth advertising can only be generated by a marketing approach which is totally dedicated to customer service and based upon frequent and appropriate communication by the company.

Marketing Plan

The marketing process in Fort Wayne will have commenced long before cable and pay services are introduced to the community. Experience has shown that the marketing sequence

of events is most productive when it is based on substantial advance knowledge about a community.

American Cablevision of Fort Wayne's affiliated company, ATC, has marketed many large urban areas with considerable success. Importantly, it continues to improve on this success by frequently reassessing its performance and searching for better methods. ATC has developed an effective general marketing sequence for new system introduction. It is anticipated that this basic approach will be utilized in Fort Wayne, with appropriate amendments to ensure that the sequence is suited for this unique situation.

The marketing in Fort Wayne will be broken down into three phases, as follows:

1. Pre-Activation Research and Planning
2. Service Introduction
3. Post Activation Re-Marketing

Each of these phases is discussed on the following pages.

Pre-Activation Research and Planning

This first marketing phase includes all those research and planning activities which will be used to refine ATC's general marketing strategy and construct optimal marketing tactics.

There are a number of events scheduled for this pre-activation period.

A. Demographic Analysis - Government census tract information has been gathered and analyzed to determine

the demographic profile of all areas in Fort Wayne. Since the census information was collected in 1970 and is somewhat outdated, city officials and other sources will be contacted to identify more recent statistics.

B. Neighborhood Drive-Thru - Demographic data is indicative but not conclusive. In some marketing, it can be misleading. The next step in the marketing sequence is to conduct neighborhood drive-thru's to physically understand the City of Fort Wayne.

C. Consumer Attitude and Usage Research - A formal research study of the Fort Wayne market has already been conducted which predicts eventual market penetration as well as giving an indication of the number of television signals presently received, the quality of their reception, and the stations most frequently watched by individual households. In addition, the research attempts to determine other influential variables characterizing Fort Wayne, including the average number of hours spent watching television, the general level of awareness of cable television, positive and negative factors associated with the product, the relative popularity of various programming categories, and the age and type antenna possessed by homeowners.

ATC commissioned Communications Marketing, Inc. (CMI) of San Diego, California to complete this study. At ATC's direction, CMI in turn commissioned a local Fort Wayne market research firm, Marilyn Carton Research Service, Inc. to conduct telephone interviews of 304 residents of Fort Wayne selected at random. A copy of the actual questionnaire used in this survey accompanies this proposal in Appendix B. This methodology was employed to ensure that the research was conducted in other areas where ATC has applied this technique. This allows for a certain comparability between markets and a higher degree of confidence in the results.

D. Programming Study - ATC has completed a programming study which compares the broadcast schedules of the three full-time distant signals with the schedules of the local stations. Local network affiliates have the right to request exclusivity "protection" for any show they own which is imported to Fort Wayne.

Identification of the "protected" shows and time slots has been completed. The second step is to identify unduplicated programming from other distant signals which could fill the blacked-out periods. The process will be repeated as broadcast schedules change over time.

E. Local "O" Programming - An additional benefit from the programming study is that it provides the basis for the construction of a local origination schedule predicated on providing something different for Fort Wayne. Another term for this strategy is counter-programming. This often results in attempting to satisfy the programming preferences of minority television segments, something that network desires for mass viewership numbers do not allow.

F. Public Access Research - Public access programming will play a major role in the operation of the Fort Wayne franchise. Responsibility here rests both with the company and the community. Once the equipment and studio facilities are in place, people have to be made aware and reminded of their access to the air waves. Beyond that, they will need as much input as possible regarding direction, encouragement and support for their efforts.

The marketing and programming staffs will provide the required aid. ATC conducted a community programming ascertainment study to discover the program preferences of residents. This study is included in its entirety in Appendix B. The ascertainment survey tells us the areas to concentrate on initially which will provide the largest service to the largest

groups of people interested in particular subjects. Once the system becomes operational, it becomes the cable system's responsibility to assist in stimulating interest in access programming.

G. Community Discussion - The previously mentioned events are necessary components of the pre-activation planning and research phase. However, they do not stand alone. ATC's experience indicates that they need to be complemented by conversation with people from all areas in Fort Wayne. This is an ongoing "open-ear" policy whereby we can learn what our formal investigation might not reveal.

ACFW will take the posture of being an active member of the community, understanding what is happening and encouraging the use of the cable television media by its inhabitants. It needs to inform and be informed before, during, and after the introduction of cable television services.

H. Public Relations - It goes without saying that every effort must be made to generate positive public relations. This can be done formally through the media and informally by each and every cable company employee.

Service Introduction

As described previously, ACFW will be offering three levels of service to the community. This is a challenging marketing task. Fortunately the levels of service available can be described quite simply and they have been constructed to satisfy the entire city's various needs as well as the abilities of individuals to pay for service.

As of this moment there are eight marketing activities to be directed against each construction phase.

1. Construction Flyer - building a quality cable system for a city the size of Fort Wayne requires time, effort, and money. Construction crews spend a considerable amount of time in each area. This invariably leads to questions by neighborhood residents. In Fort Wayne, as in other markets, ATC will doorhang "It's a Big Job" material which will explain to the people who we are and what we are doing. It will also give them a phone number to use should they have any questions, comments or criticisms.
2. Area Activation Announcement - each construction phase will be mapped and individually described in the newspaper and radio media to announce its activation. This mass media technique will continually keep residents aware of our progress as well as informing those people in newly activated areas that they can place an order for service.

3. Mass Media Advertising - newspaper and radio advertising support will be interspersed between other marketing events in all phases. It will be primarily informative to educate people about the service. This should result in residents being more responsive to subsequent direct mail promotions.

4. Mailer #1 - this will be an impressive but simple four-color direct mail piece which will explain all services in a way that is designed to solicit the maximum number of orders.

   The approach will be to explain all services to all people in an open and exhaustive manner. Orders may be placed by either using a convenient order card or telephoning the company directly. A typical first mailer follows this exhibit as Figure VII-2(a).

5. Mailer #2 - this will be another four-color mailer designed to both inform and remind recipients to place an order for service. The theme and look will be different from mailer #1 but the approach will be general once again.

6. Door-to-Door Sales - a door-to-door sales campaign will follow the mailer in each phase. This will be the first attempt to personally contact every non-subscriber and will basically be structured as a segmented marketing tactic. This means that salesmen will engage residents in a way designed to

encourage two-way communications. They will try to identify the source of a person's hesitations or confusion and discuss these specific issues in much more detail than would ordinarily be allowed via other one-way marketing techniques.

7. Telephone Sales - experience has indicated that the door-to-door sales force can be expected to contact 85% to 90% of the remaining unsold households. This leaves 10% to 15% of households having no personal marketing activity. These people will be sought out by phone by persons skilled in this method of marketing.

8. Public Relations - this is an ongoing effort to publicize activities within the community. Its level varies depending upon the number of newsworthy events and human interest stories that exist. When possible, press releases will be timed to occur at the commencement of marketing in a new phase.

Primary marketing in Fort Wayne will be conducted on a phase-by-phase basis. The city will be divided into construction zones, each zone being marketed independently. This allows people to subscribe as soon as a section of cable plant can be built, turned on, and successfully tested. This also smoothes out the flow of orders so that the front office is free to spend a sufficient amount of time with each consumer who contacts American Cablevision of Fort Wayne.

With each of three levels of service requiring explanation, time is a critical element for front office phone personnel in matching a consumer's desires with one or more of our services. Strict instruction will be given not to "oversell", as this would lead to dissatisfaction and an eventual termination of service. The door-to-door sales force will also be instructed similarly on this issue.

Schedule of Events

The approximate schedule for the marketing sequence of events for each phase is as follows:

EVENT	DAYS FROM ACTIVATION
Construction Flyer	-30
Area Activation Announcements	+ 1
Mass Media Announcements	+ 2 to + 4
Mailer #1	+ 5
Mailer #2	+19
Commencement of Direct Sales (door-to-door)	+28
Commencement of Direct Sales (telephone)	+35 to +50
Public Relations	Ongoing

Marketing does not begin and end with attempts to generate subscribers. Once a person has cable TV installed, the maintenance marketing process is initiated and activities to keep subscribers satisfied begin. Each new subscriber is given a user's manual, a channel guide, and a brief questionnaire which will allow him to grade the company's performance. A typical user's manual follows this exhibit as Figure VII-2(b). Some key informational items in the printed material which subscribers receive are billing information, fine tuning

instructions, channel alignment, numbers to call should service be required, and answers to questions typically asked by subscribers.

In addition, an on-air program guide will list all programming available. Attempts will be made to get the local newspaper media and TV Guide to augment their coverage to include signals imported by the cable company. The intent is to make it as easy as possible for subscribers to discover the programming that can be viewed.

Pay-TV subscribers will additionally be mailed a guide each month describing the pay program schedule for that month.

Post Activation Remarketing

The normal time frame for the commencement of remarket activity is four months after the termination or primary marketing. Remarket activity will be segmented and will bring specific messages to specific groups of people most likely to be influenced by them. Direct mail and direct sales are techniques which can be precisely directed at individual market segments.

Subscriber life studies will be performed monthly for all levels of service in Fort Wayne. This will facilitate determination of the revenue the average subscriber contributes. This revenue calculation will aid in optimizing marketing expenditures on a continuous basis.

Examples of likely remarket themes include the following:

1. Notification to Christian churches and their congregations of the availability of Christian Broadcasting Network shows.
2. Sports promotion via cooperative point-of-purchase displays in area sporting good stores.
3. A notice explaining the cable financial service channel to persons having accounts with local stock brokers.
4. Information about the facts and fictions of antenna use, sent to homeowners with antennas.
5. Notification of all-night programming availability to blue collar shift workers.
6. "Welcome to the Community" direct mail pieces to inform new residents of cable services.

None of these tactics taken by themselves would provide enough leverage to sustain an ongoing marketing effort. But done collectively and complimenting more general mass media efforts, these techniques penetrate the market more deeply and more effectively than a general approach.

In later stages of the construction schedule it will be desirable to shift more advertising into the local newspaper and TV Guide. Economies of scale and circulation inefficiencies do not allow us to use these resources extensively during the introduction of service when very few homes can actually be served with cable.

Staffing

A marketing effort of the magnitude planned for Fort Wayne will require substantial high-calibre staffing. American Cablevision of Fort Wayne's marketing personnel plan will follow guidelines that have proven successful in other major urban areas.

Marketing responsibilities will initially be divided between corporate and local personnel. This is necessary since the corporate involvement by definition pre-dates the existence of a local staff.

ATC's Director of Marketing, Gerard A. Maglio, has been assigned marketing responsibility for Fort Wayne at the corporate level. He has already commenced the pre-activation research and planning for the system.

The marketing approach defined by this section of the proposal mandates heavy marketing concentration. Accordingly, ATC's Vice President-Marketing, Trygve Myhren, and Mr. Maglio intend to visit Fort Wayne frequently and to send other corporate marketing staff members to investigate the market with respect to their special areas of concentration.

ATC's Denver marketing group serves as a corporate advisory group to the local system on marketing affairs. Within the past 15 months the corporate marketing staff has directed the very successful marketing of cable introductions in Portland, Maine; Birmingham, Alabama; Shreveport, Louisiana; Fresno, California and Lynchburg, Virginia.

Conclusion

The marketing plan for Fort Wayne is an aggressive one which calls upon ATC's successful experience elsewhere and its best judgment for Fort Wayne. The marketing task is facilitated by the fact that American Cablevision of Fort Wayne is offering an impressive array of quality services to residents at a tremendous value.

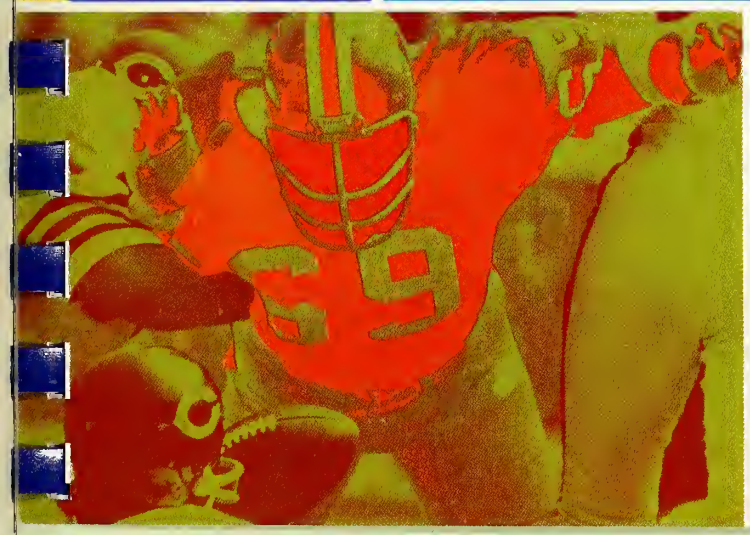






The Entertainment Surprise You've Been Waiting For!





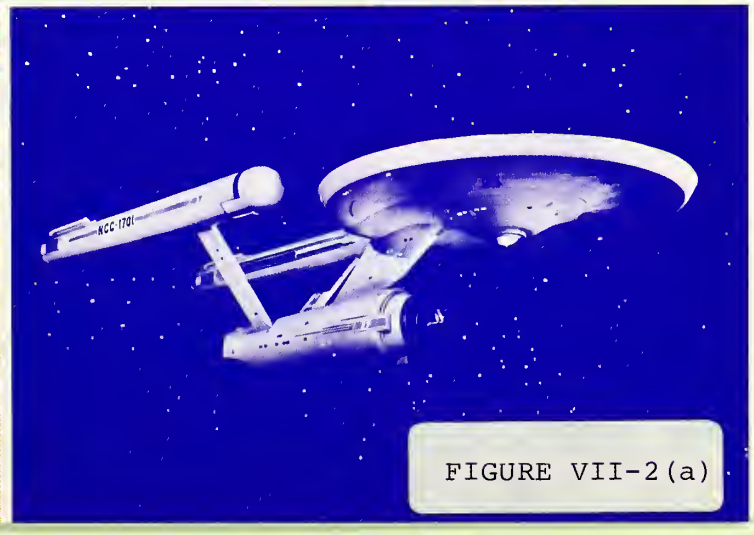


FIGURE VII-2(a)

FIGURE VII-2(b)

Cable TV is the Ente











Fresno Cable TV Is Here!

You're going to be surprised how much more entertainment you can get from your TV. Fresno Cable TV is now ready to bring 11 channels of viewing into your home. You'll see all the familiar local channels plus stations from the Bay Area and Sacramento, and additional channels originated right here in Fresno. A total of 5 more channels you couldn't see here before now.

You'll **see more of the shows you want to see,** and you'll have a choice of times to see them.

And everything you see is going to look better because of Cable TV's improved reception. Every channel has consistently clear pictures, **even on stations from Oakland and Sacramento.** We have a special receiving tower on Cedar Mountain that reaches high enough to get the clearest signals, stronger than can be picked up by an ordinary rooftop antenna. And, if you've got color TV, you'll see how much more vivid and brilliant your TV pictures really can be.

More Movies For Everyone

Movies are a big part of Cable TV's entertainment surprise for you. Whatever kinds of movies you love to watch, and whenever you want to see them, Cable TV has a choice.

Cable TV brings you over 50 exclusive movies every week. Movies you won't be able to see unless you're a Cable TV subscriber. For night owls, there are all-night movies from Sacramento's outstanding Channel 40, plus morning, afternoon matinees, and evening movies from KTVU, Channel 2 in Oakland. And there are 15 more movies on the weekends . . . movies your whole family can stay home and enjoy together.

You can enjoy quality movies at home, and save the expense of going to the movie theater.

See More Sports On Cable TV

Watch the Games, See the Scores

Cable TV means sports, all kinds of sports. You'll have the best seat in the house for those important baseball, basketball, hockey, soccer, golf, tennis and football events. Network sports are much more exciting with Cable TV's brilliant color pictures.

In addition, Cable TV gives you **live sports action!** You'll see more of the professional teams from the Bay Area including the Giants, A's and Golden State Warriors — plus exclusive coverag of San Jose Earthquakes soccer and Golden Gaters World Team Tennis.

Another Cable TV exclusive is our sport wire with frequent reports to keep you or top of sports news with the latest scores trades, and inside tips about your favori teams and players.

More Quality Programs For The Whole Family

Cable TV gives you the finest programs available anywhere. Your family can enj commercial-free fare from San Francisco's award-winning Public Broadcasting Service, Channel 9, KQE

You'll have more programs and a greate

The Best Surprise of All!
INSTALLATION JUST $5.00!

Save $15.00

(Regular Installation Charge is $20.00)
Call 251-4811 today or send the postage-paid card below

HURRY! THIS SPECIAL OFFER EXPIRES SOON IN YOUR NEIGHBORHOOD!

Monthly charge for one Cable TV outlet $6.95
Additional outlets just $2.00.

CALL TODAY! 251-4811

(Drop this postage-paid return card in the mail today.)

☐ **YES!** I want Fresno Cable TV's 11 channels of entertainment and information. I'm ordering now to save $15.00. I understand the monthly charges are $6.95 for the first TV outlet and $2.00 for each additional outlet. Please call me as soon as possible to schedule a priority installation.

Name _____ Home Phone _____

Address _____ Apt. # _____

City _____ State _____ Zip _____

Work Phone _____ Time Usually Home _____

The Entertainment Surprise You've Been Waiting For!

— 11 Channels —

- Over 50 exclusive movies every week, including all-night movies
- Front row seats to sports events all season long including the Oakland A's, San Francisco Giants, San Jose Earthquakes, Golden Gaters World Team Tennis, and Golden State Warriors Basketball
- Quality commercial-free programs from the Public Broadcasting Service, Channel 9, KQED, San Francisco
- More children's and family shows
- Exclusive electronic display channels give you the latest news, weather, financial and sports information around-the-clock
- Improved reception on all channels
- 14 FM radio stations

First Class
Permit No. 3516
Fresno, CA

BUSINESS REPLY CARD

No Postage Necessary If Mailed In The United States

Postage will be paid by:

Fresno Cable TV
1544 North Maple
Fresno, CA 93703

Fresno Cable

THE ENTERTAINMENT SURPRISE YOU'VE BEEN WAITING FOR IS HERE!

Dear Neighbor,

I've got some great news for you--Fresno Cable TV is in your neighborhood now, and ready to give you much more television entertainment than ever before.

Surprise your whole family with Cable TV's 11 channels...more movies, more news, more sports, more family and children's shows, plus educational programs from Channel 9, KQED, San Francisco.

And everything you watch will look better to you because of Cable TV's improved reception. Even if you think you get good TV pictures now, you'll be amazed how much clearer your TV will look on Channel 26!

The enclosed brochure only begins to tell the story of Cable TV in Fresno. Light up your set with 11 exciting channels...for just pennies a day!

ACT NOW TO GET THIS $5.00 INSTALLATION SPECIAL!

That's right. For a limited time, we're offering to install Cable TV in your home for just $5.00! The regular charge is $20.00. But hurry, this offer won't last long.

Call 251-4811 today for a priority Cable TV installation.

With this installation offer, you pay just $6.95 per month for one TV outlet. That makes Cable TV cheaper than any other form of entertainment you can choose. And far better!

Call today and begin to enjoy television at its very best. Just dial 251-4811, or return the enclosed postage-paid card. We'll call to arrange a time convenient for you to have Cable TV installed in your home.

Surprise your family with real entertainment. Let us hear from you...right now!

Sincerely,

Fred Dressler
General Manager

Fresno Cable TV
1544 North Maple / Fresno, Califarnia 93703 / (209) 251-4811

FIGURE VII-2(b)





ELECTRONIC NEWS

CABLE TV GIVES YOU
INSTANT NEWS 24 HOURS
A DAY...FASTER AND
BETTER THAN EVER BEFORE.











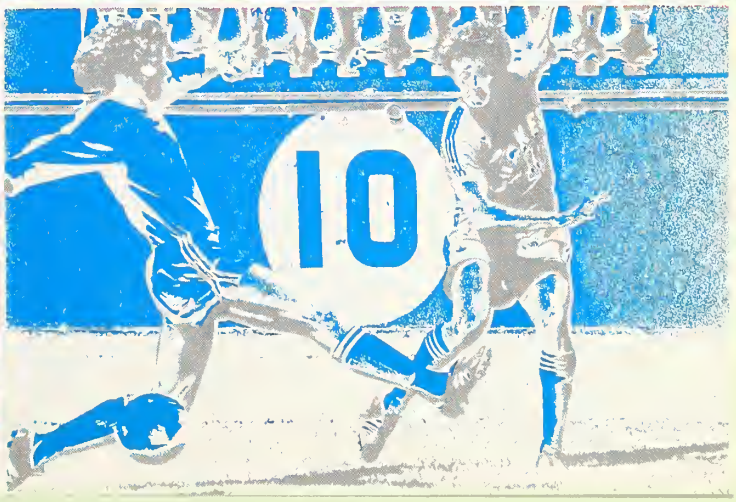
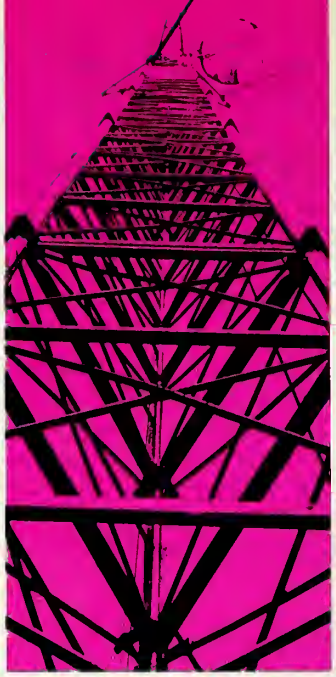


FIGURE VII-2(b)


WARRIORS
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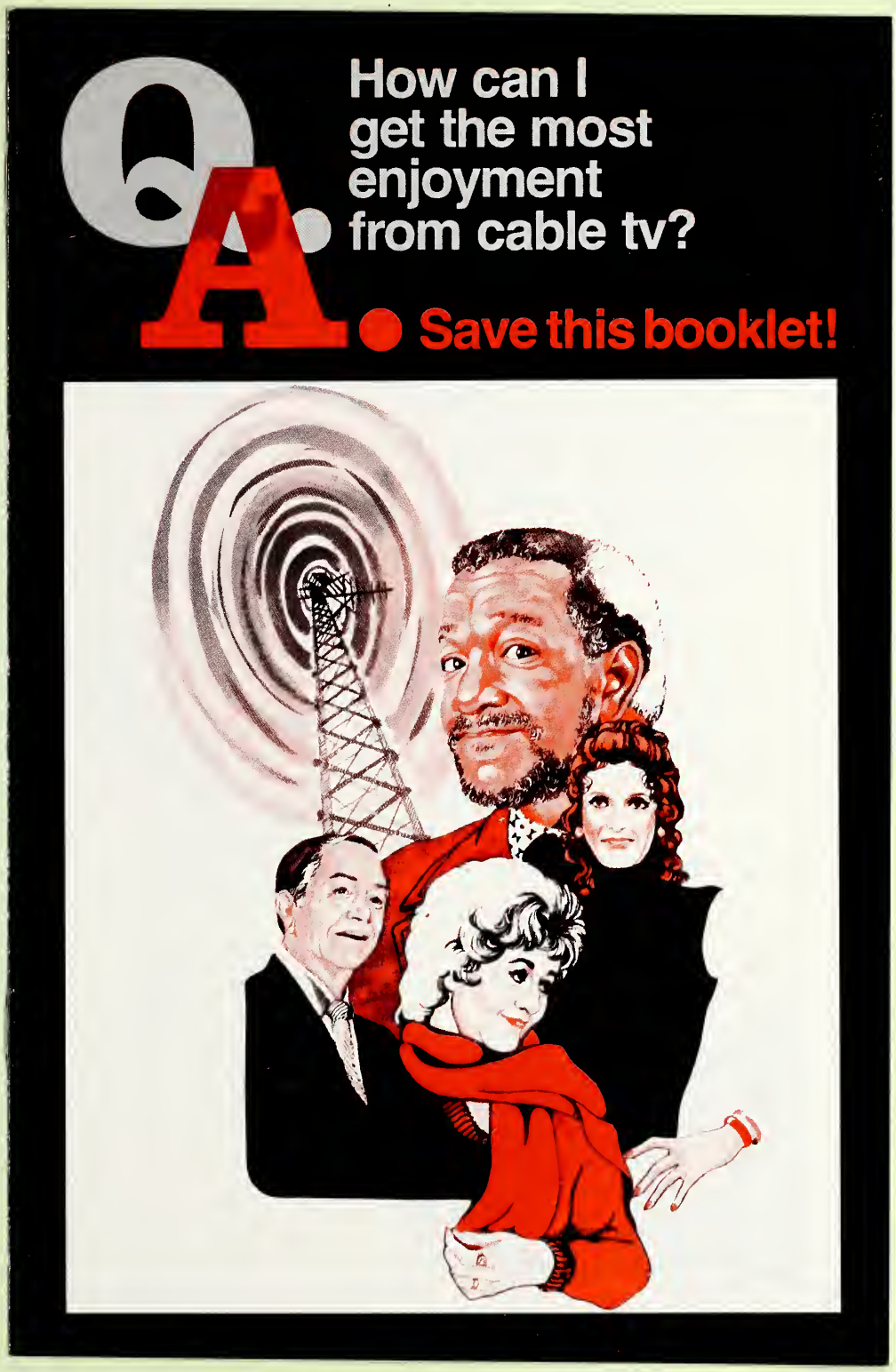


FIGURE VII-2(b)

Welcome to the New World of Cable TV

Dear Subscriber,

Got a question about Cable TV? We've prepared this booklet just for that reason. And, I think it's a good idea to keep it handy, in case you have a question in the future. It can save you time and the inconvenience of waiting for a service representative to call.

Especially important is the trouble shooting guide on pages four and five. We've outlined some common TV ailments, in the unlikely event you have TV problems. Consult this section first, to help pinpoint the problem. If it's something like fine-tuning, which you can correct yourself, you'll be able to enjoy your favorite programs without unnecessary interruptions.

If you think the trouble might be the Cable, rather than your TV set, **please call and we'll correct the problem at no charge to you.**

The trained technicians of Lynchburg Cablevision are always available and will fix all cable-related problems free. Please note, we are not authorized to repair TV sets, only cable-related problems.

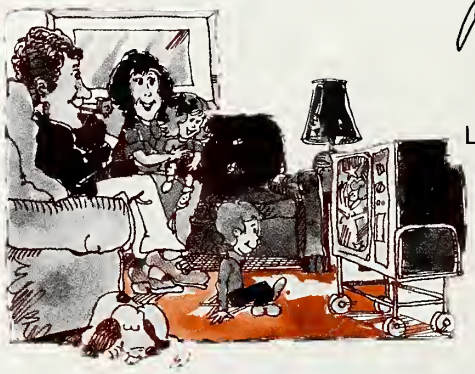
We look forward to serving you as a satisfied cable subscriber for a long time. If you ever have questions or problems about your Cable TV, whether they concern billing, service, or just information, don't hesitate to call. We'll be glad to help.

Thank you for letting us introduce you to a new world of entertainment and information.

Sincerely,

Robert J Blair

Lynchburg Cablevision



Q. How does cable TV work?

A. TV signals travel in a straight line to your rooftop or set top antenna. If the station is too far away, you can't receive the signals clearly. When hills, tall buildings, or airplanes obstruct the signal's path, or when electrical appliances cause interference, the result is a poor TV picture.

With Cable TV, we place an antenna on a tall tower which reaches high enough to receive the best signals from local broadcast stations. Then, much like a telephone or power company, we connect our subscriber homes by a network of coaxial cable.

To receive distant signals, we've constructed a microwave relay system which brings in stations from Washington, D.C. for your exclusive entertainment.

The TV pictures are filtered, strengthened, and amplified so you get good, clear reception. You no longer have to bother with rooftop antennas or UHF tuners. No more adjusting rotors or rabbit ears to get better reception!

Q. How many more channels can I get?

A. Best of all, Cablevision brings you 11 channels in all! That's at least seven more channels with more programs and information than ever before.



FIGURE VII-2(b)

Q. What do I do when the picture isn't right?

A. Here's where you can really save yourself time. If it's a minor problem you can correct yourself, you won't have to wait for a service call. First, check the other channels. Trouble on only one channel can mean the TV station is having broadcast problems.

Be sure the power cord on your TV set is plugged into an AC electrical outlet.

If the Problem is:
Wavy lines, no color, and/or buzzing sound.

Do this:
Adjust fine tuning control, or call Lynchburg Cablevision.



If the Problem is:
Diagonal lines in picture.

Do this:
Adjust fine tuning control, or call Lynchburg Cablevision.



If the Problem is:
Vertical bar moving through picture.

Cable may not be working properly.
Please call Lynchburg Cablevision.



If the Problem is:
One or two dark horizontal bars moving through picture.

Cable may not be working properly.
Please call Lynchburg Cablevision.



If the Problem is:
Many horizontal lines moving through picture (usually during warm weather).

Problem may be due to atmospheric conditions.
Problem should disappear shortly.



If the Problem is:
Snowy picture.

Cable may not be working properly.
Please call Lynchburg Cablevision.



Q. What problems might be caused by the TV set?

A. When your TV has:
Screen dark, no sound
Screen dark, sound OK
Picture OK, no sound
Picture rolling, sound OK
Picture out of focus

Q. When should I call Lynchburg Cablevision?

A. For these and other conditions:
Snowy screen, roaring noise
Snowy picture, sound OK
Flashing in picture
Certain channels missing
Lines on most channels



Call us first for
FREE SERVICE:
528-1012

(Note: We are not authorized to repair TV sets, only cable-related problems.)

Q. Why is fine tuning important?

A. We've found the majority of calls about Cablevision service can be corrected by proper FINE TUNING.

Please check by adjusting your fine tuning knob. If you turn the knob too far in one direction, the color will disappear, or on a black and white set, the picture "softens." Turning the knob too far in the other direction results in wavy lines.

Personal preference varies, but the proper adjustment is somewhere between these two positions.

FIGURE VII-2(b)

Q. What about billing?

A. Lynchburg Cablevision uses bi-monthly postcard billing to save you time, and since only half of our subscribers are billed in any one month, we'll have more time to deal with any billing question you might have. The first statement will be sent by mail shortly after your installation.

Your first statement will include any installation charges and monthly charges for two months. If your service began after the start of the month, the first month's service charge will be adjusted accordingly.

Thereafter, you will receive one statement every two months, covering charges for the next two months service in advance. For example, you may be billed April 1 for the period covering April and May, and the next statement will then be sent June 1 for June and July service.

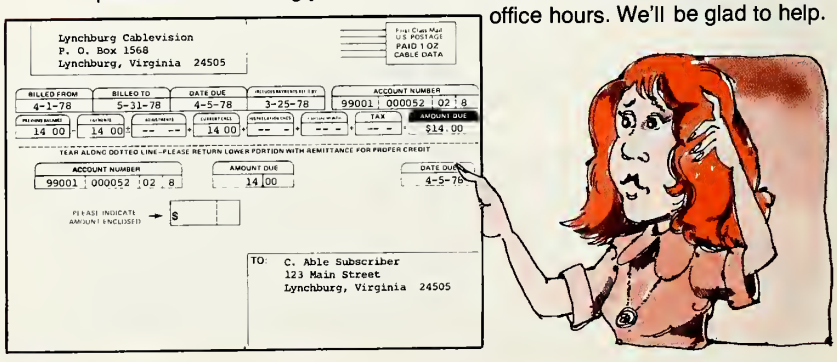
Q. Where do I send payments?

A. When you receive a statement, about the first of the month, just separate the two portions, keeping the top one for your records. Return the larger portion, noting the amount paid, with your check or money order to:

Lynchburg Cablevision
P.O. Box 1568
Lynchburg, Virginia 24505

Q. When are payments due?

A. Payments are due 5 days after you receive the statement. If you have any questions concerning your account, just call us at 528-1011 during regular office hours. We'll be glad to help.



Q. What about free service?

A. As part of your Cablevision, we offer free maintenance of the Cable system, and your Cable connections.

If ever you think your TV picture isn't what it should be, first consult the trouble shooting guide on pages 4 and 5 of this booklet. If you think the problem might be with the cable, rather than your TV set, just call 528-1012. By asking a few questions over the phone, we can usually determine the problem. If it's a cable problem, we'll send out a technician to correct the situation. Of course, **there is never a charge for service calls.**

Q. Do you fix TV sets?

A. No. We are only authorized to fix cable-related problems.

Q. Is the cablevision affected by outages — lack of electrical power?

A. Lynchburg Cablevision has used the finest materials and workmanship available in constructing your system. However, like all highly sophisticated equipment exposed to high winds and storms, outages may sometimes occur. Commercial power, on which Cablevision operates, may be cut off while residential power is still serving your home. In case of a system outage, our technicians will restore service as quickly as possible. If you call to report an outage and get a busy signal, it may be because others are calling about the problem, and you can rest assured we are aware of the trouble. If the problem is not corrected in a reasonable time, please try calling again.

OFFICE HOURS: 9:00-5:00 Monday-Friday

Please call: 528-1011 for information, or billing questions, and 528-1012 for service.

Q. What about calls after office hours?



A. During non-office hours, calls to 528-1012 are taken by our answering service.

If your problem requires immediate attention, the service contacts our technicians who will respond as quickly as possible.

FIGURE VII-2(b)

AMERICAN CABLEVISION of FORT WAYNE INCORPORATED

DECLARATIONS

A. This proposal is submitted on behalf of American Cablevision of Fort Wayne, Ind., subsidiary of American Television and Communications Corporation. It is submitted in accordance with Fort Wayne General Ordinance #G-27-77 and Common Council Bill #G-77-04-19, as amended, and is true, correct and complete to the best knowledge and belief of the undersigned.

B. American Television and Communications Corporation, and its subsidiary, American Cablevision of Fort Wayne, hereby agrees to comply with the Cable Communications System Specifications prepared by the City of Fort Wayne, Indiana. The proposal submitted herein by ATC and ACFW meets or exceeds all technical requirements requested by the City.

C. American Television and Communications Corporation and American Cablevision of Fort Wayne abide by the decision reached by the City of Fort Wayne as it pertains to the grant, or failure to grant, of a cable television franchise.

D. American Television and Communications Corporation and American Cablevision of Fort Wayne will, within 30 days of receipt of a certificate from the City of Fort Wayne, file all necessary applications with the Federal Communications Commission and all other regulatory agencies seeking permits and approvals necessary for the construction and operation of a cable communications system in Fort Wayne.

E. American Television and Communications Corporation and American Cablevision of Fort Wayne, will, upon request of the City of Fort Wayne, provide all additional information that the City desires which may reflect upon the materiality of the company's proposal, its quality, character and ability.

F. IN WITNESS WHEREOF, the proper corporate officers and their proper corporate seal have been caused to be hereto affixed on this third day of January, 1978.

Signed, sealed and delivered
in the presence of or attested by

Henry J. Gerken
Secretary, ATC
Secretary, ACFW

by David J. Kuhn
Vice President, ATC
Vice President, ACFW

STATE OF COLORADO)
)ss
COUNTY OF DENVER)

Be it remembered, that on January 3, 1978, before me, the subscriber, personally appeared Henry J. Gerken who, being by me duly sworn on his oath, deposes and makes proof to my satisfaction, that he is the Secretary of both American Television and Communications Corporation and American Cablevision of Fort Wayne, Inc., the corporations submitting the proposal

herewith; that David D. Kinley is the Vice President of said corporations, that the execution as well as the making of this proposal, has been duly authorized; that said proposal was signed and delivered by said Vice President as and for the voluntary act and deed of said corporations, in presence of deponent who thereupon subscribed his name thereto as attesting witness.

Sworn to and subscribed before me,
the date aforesaid

Notary Public

My commission expires March 18, 1978.

NON-COLLUSION AFFIDAVIT

The bidder, by its officers and board of directors, agents or representatives present at the time of filing this bid, being duly sworn on their oaths, say that neither they nor any of them have in any way, directly or indirectly, entered into any arrangement or agreement with any other bidder, or with any public officer of such City of Fort Wayne, Indiana, whereby such affiant or affiants or either of them, has paid or is to pay to such other bidder or public officer any sum of money, or has given or is to give such other bidder or public officer anything of value whatever, or such affiant or affiants or either of them has not directly or indirectly, entered into any arrangement or agreement with any other bidder or bidders, which tends to or does lessen or destroy free competition in the letting of the contract sought for by the attached bids, that no inducement of any form or character other than that which appears upon the face of the bid will be suggested, offered, paid or delivered to any person whomsoever to influence the acceptance of the said bid or awarding of the contract, nor has this bidder any agreement of understanding of any kind whatsoever, with any person whomsoever to pay, deliver to, or share with any other person in any way or manner, any of the proceeds of the contract sought by this bid.

David D. Kinley
Vice President, ACFW

Subscribed and sworn to before me by David D. Kinley
this 3rd day of January, 1978.
My Commission Expires: March 18, 1978

Jane L. Travis
Notary Public

AMERICAN CABLEVISION OF FORT WAYNE INCORPORATED

WRITTEN STATEMENT OF COMPANY POLICY

It is the policy of American Cablevision of Fort Wayne, Inc.
(Name of Company)
that equal employment opportunity be afforded to all qualified persons without regard to race, religion, color, sex or national origin.

In support of this policy American Cablevision of Fort Wayne, Inc.
(Name of Company)
will not discriminate against any employee or applicant for employment because of race, religion, sex or national origin.

The American Cablevision of Fort Wayne, Inc. will take
(Name of Company)
affirmative action to insure that applicants are employed and that employees are treated during employment without regard to their race, religion, color, sex or national origin. Such action will include but not be limited to:

RECRUITMENT, ADVERTISING OR SOLICITATION FOR EMPLOYMENT HIRING, PLACEMENT, UPGRADING, TRANSFER OR DEMOTION, SELECTION FOR TRAINING, INCLUDING APPRENTICESHIP, RATES OF PAY OR OTHER FORMS OF COMPENSATION, LAYOFFS OR TERMINATION.

American Cablevision of Fort Wayne, Inc.
(Name of Company)

David A. Smith
(Signature of Company Official)

January 3, 1978
(Date)

CITY OF FORT WAYNE

AFFIRMATIVE ACTION PROGRAM

Name of Company American Cablevision of Fort Wayne, Inc.

Address Lincoln Tower

City Fort Wayne, Indiana Telephone (219) 423-9411

"This company, its subsidiaries, and its divisions shall not discriminate against any employee or applicant for employment because of race, color, religion, sex, national origin, ancestry or place of birth, and shall take such affirmative action as necessary to insure that applicants are employed and employees are treated equally during employment without regard to race, color, religion, sex, national origin, ancestry or place of birth."

I. Does your firm have a written Affirmative Action Program?

Yes X No

If so, attach a copy. If not, do you accept the following program in meeting the requirements of the City of Fort Wayne?

Copy attached as Exhibit IX-1

Yes No

II. Will your firm make every effort to increase employment of minorities at all levels of its workforce with particular emphasis to categories where few, if any, minority people are employed? Yes

III. Current number of employees -

Number of employees as of January 1975 -

April 1975 -

July 1975 -

October 1975 -

SECTIONS III - VI:

Since ACFW has no full-time employees as yet, we are submitting

data on two systems built and owned by the parent corporation, American Television and Communications, namely Shreveport, Louisiana and Birmingham, Alabama. (See Figures IX(a) and IX(b) following this form). These are examples of our commitment to affirmative action programs in the construction and operation of cable television systems in major markets such as Fort Wayne.

VII. List Minority recruitment sources.

Refer to Exhibit IX-2

VIII. Does your company anticipate an increase in employment this year?

Yes X No

Approximately how many 55

IX. What specific goals can you achieve for the employment of minorities during 1976?

See proposed Goals and Timetables contained in Section VII of Exhibit IX-1.

A. Officials and Managers ____ %

B. Professionals ____ %

C. Technicians ____ %

D. Sales Workers ____ %

E. Office and Clerical Workers ____ %

F. Skilled Craftsmen ____ %

G. Other ____ %

X. Identify by title and name the highest official within the facility who has overall responsibility for the implementation of the equal employment opportunity policy and affirmative action program.

American Cablevision of Fort Wayne, Inc. Vice President

Date January 3, 1978 Signature David E. Butler

STATISTICS TO BE FURNISHED IF THIS EMPLOYMENT UNIT CONSISTS OF FIVE OR MORE FULL-TIME EMPLOYEES

If this employment unit did not consist of five or more full-time employees, initial here .....

SHREVEPORT, LOUISIANA

	JOB CATEGORIES	TOTAL (1)	MALE: American Indian, Alaskan Native (2)	MALE: Asian, Pacific Islander (3)	MALE: Black (Not Hispanic) (4)	MALE: Hispanic (5)	MALE: White (Not Hispanic) (6)	FEMALE: American Indian, Alaskan Native (7)	FEMALE: Asian, Pacific Islander (8)	FEMALE: Black (Not Hispanic) (9)	FEMALE: Hispanic (10)	FEMALE: White (Not Hispanic) (11)
FULL-TIME PAID EMPLOYEES	Officials and managers	2					2					
	Professionals											
	Technicians	9	3		2		4					
	Sales Workers	1						1				
	Office and clerical	5								4		1
	Craftsmen (Skilled)	1					1					
	Operatives (Semi-skilled)											
	Laborers (Unskilled)											
	Service workers											
	TOTAL	18	3		2		7	1		4		1
PART-TIME PAID EMPLOYEES	Officials and managers											
	Professionals											
	Technicians											
	Sales workers											
	Office and clerical											
	Craftsmen (Skilled)											
	Operatives (Semi-skilled)											
	Laborers (Unskilled)											
	Service workers											
	TOTAL											
On-the-Job trainees	White collar											
	Production											

CLASSIFICATION GUIDE

1. American Indian or Alaskan Native. A person having origins in any of the original peoples of North America, and who maintains cultural identification through tribal affiliation or community recognition.

2. Asian or Pacific Islander. A person having origins in any of the original peoples of the Far East, Southeast Asia, the Indian subcontinent, or the Pacific Islands. This area includes for example China, India, Japan, Korea, the Philippine Islands, and Samoa.

3. Black. A person having origins in any of the black racial groups of Africa.

4. Hispanic. A person of Mexican, Puerto Rican, Cuban, Central or South American, or other Spanish culture or origin, regardless of race.

5. White. A person having origins in any of the original peoples of Europe, North Africa, or the Middle East.

FCC Form 395-A
June 1977

FIGURE IX(a)

STATISTICS TO BE FURNISHED IF THIS EMPLOYMENT UNIT CONSISTS OF FIVE OR MORE FULL-TIME EMPLOYEES

If this employment unit did not consist of five or more full-time employees, initial here .....

BIRMINGHAM, ALABAMA

	JOB CATEGORIES	TOTAL (1)	MALE: American Indian, Alaskan Native (2)	MALE: Asian, Pacific Islander (3)	MALE: Black (Not Hispanic) (4)	MALE: Hispanic (5)	MALE: White (Not Hispanic) (6)	FEMALE: American Indian, Alaskan Native (7)	FEMALE: Asian, Pacific Islander (8)	FEMALE: Black (Not Hispanic) (9)	FEMALE: Hispanic (10)	FEMALE: White (Not Hispanic) (11)
FULL-TIME PAID EMPLOYEES	Officials and managers	5			1		2			1		1
	Professionals											
	Technicians	7			2		5					
	Sales Workers											
	Office and clerical	2								2		
	Craftsmen (Skilled)	5			1		2					2
	Operatives (Semi-skilled)											
	Laborers (Unskilled)											
	Service workers											
	TOTAL	19			4		9			3		3
PART-TIME PAID EMPLOYEES	Officials and managers											
	Professionals											
	Technicians											
	Sales workers											
	Office and clerical											
	Craftsmen (Skilled)											
	Operatives (Semi-skilled)											
	Laborers (Unskilled)											
	Service workers											
	TOTAL											
On-the-Job trainees	White collar	1			1							
	Production											

CLASSIFICATION GUIDE

1. American Indian or Alaskan Native. A person having origins in any of the original peoples of North America, and who maintains cultural identification through tribal affiliation or community recognition.

2. Asian or Pacific Islander. A person having origin in any of the original peoples of the Far East, Southeast Asia, the Indian subcontinent, or the Pacific Islands. This area includes for example China, India Japan, Korea, the Philippine Islands, and Samoa.

3. Black. A person having origins in any of the bla racial groups of Africa.

4. Hispanic. A person of Mexican, Puerto Rican, Cuban, Central or South American, or other Spanish culture or origin, regardless of race.

5. White. A person having origins in any of the orig nal peoples of Europe, North Africa, or the Middle East.

FCC Form 395-A
June 1977

FIGURE IX(b)

American Cablevision of Fort Wayne, Inc. submits the following EEO Program which it plans to follow in the operation of the proposed cable system:

EQUAL EMPLOYMENT OPPORTUNITY PROGRAM

I. General Policy

It is our policy to provide equal employment opportunity to all qualified individuals without regard to their race, color, religion, national origin or sex in all personnel actions including recruitment, evaluation, selection, promotion, compensation, training and termination.

It is also our policy to promote the realization of equal employment opportunity through a positive, continuing program of specific practices designed to ensure the full realization of equal employment opportunity without regard to race, color, religion, national origin or sex.

To make this policy effective, we have developed an Equal Employment Opportunity Program which includes the following elements:

II. Responsibility for Implementation

The Corporate officers and System Manager will be responsible for the administration and implementation of our Equal Employment Opportunity Program. It will also be the responsibility of all persons making employment decisions with respect to recruitment, evaluation, selection, promotion, compensation, training and termination of employees to ensure that our policy and program is adhered to and that no person

is discriminated against in employment because of race, color, religion, national origin or sex.

III. Policy Dissemination

To assure that all members of the staff are cognizant of our equal employment opportunity policy and their individual responsibilities in carrying out this policy, the following communication efforts will be made:

a. The system's employment application form will contain a notice informing prospective employees that discrimination because of race, color, religion, national origin or sex is prohibited and that they may notify the appropriate local, state, or federal agency if they believe they have been the victims of discrimination.

b. Appropriate notices will be posted informing applicants and employees that the station is an Equal Opportunity Employer and of their right to notify an appropriate local, state or federal agency if they believe they have been the victim of discrimination.

IV. Recruitment

To ensure nondiscrimination in relation to minorities and women, and to foster their full consideration in filling job vacancies, we will utilize the following recruitment procedures:

a. We will attempt to maintain systematic communication,

both orally and in writing, with a variety of minority and women organizations to encourage the referral of qualified minority and female applicants.

b. In addition to the types of organizations noted above, which specialize in minority and women candidates, we will deal only with employment services, including state employment agencies, which refer job candidates without regard to their race, color, religion, national origin or sex.

c. When we recruit prospective employees from educational institutions such recruitment efforts will include area schools and colleges with significant minority and female enrollments.

d. When utilizing media for recruitment purposes, help-wanted advertisements will always include a notice that we are an Equal Opportunity Employer and contain no indication, either explicit or implied, of a preference for one sex over another.

e. When we place employment advertisements in printed media some of such advertisements will be placed in media which have significant circulation or are of particular interest to minorities and women.

f. We will encourage present employees, particularly minorities and female employees, to refer minority and female candidates for existing and future job openings.

V. Training

a. System resources will allow us to provide some on-the-job training to upgrade the skills of employees. Initially, training programs may be minimal, but as the system becomes operational and specific needs are identified, we will initiate programs that are responsive to those needs and the skills existing in the Fort Wayne region.

b. We will provide assistance to students, schools or colleges in programs designed to enable minorities and women to compete in the broadcast employment market on an equitable basis.

VI. Availability Survey

Based on information derived from the U. S. Department of Commerce, Bureau of the Census, (1970), the respective minority and female workforce in the system's recruitment area is as follows:

	Women	Blacks	Spanish Language
Percentage in the Workforce	41.4	9.2	1.4

VII. Goals and Timetables for ACFW

	Women	Blacks	Spanish Language
Percentage Year 4:	35	15	5

VIII. Promotion

It will be our policy to provide promotions on a non-discriminatory basis. Further, to assure that minorities and women are given due consideration for promotional opportunities, special effort will be taken to encourage minorities and women to qualify and apply for advancement.

IX. Effectiveness of Affirmative Action Plan

In operating the proposed CATV System, American Cablevision of Fort Wayne, Inc. will make every good faith effort to ensure that the preceding Equal Employment Opportunity Program is successfully implemented.

AFFIRMATIVE ACTION PROGRAM/MINORITY HIRING

In the construction, operation and maintenance of its system, ACFW will not only conform to the requirements of Equal Opportunity Employment, but will actively engage in an Affirmative Action Program and seek to hire members of minority groups and establish training programs for them in the local community. All available positions in the system will be advertised in local newspapers.

In order to bring minority group workers and/or unskilled workers into the Company, ACFW will actively sponsor, work with, and coordinate its training activities--both on-the-job and institutional--with existing community, state and federal programs.

A vital corporate objective is to provide programming of interest to the entire community and to have a work force representative of the entire community. Thus, the search for employees will not be limited to those who already have experience in the communications industry. Rather, local citizens who can become qualified through the training that will be provided by the Company will also be sought. And, as the system grows, so will the number of local employees who will be required to operate it.

The development of a cable communications system in Fort Wayne will create both a major new employer in the community and a vital new source of education and training. ACFW intends to expend every possible effort through full equal

opportunity employment policies, affirmative action, emphasis on minority hirings, on-the-job training, internal promotion, and cooperative educational programs, to meet its commitments in these areas. Operating with a basic objective of staffing from within the community, ACFW will eventually provide a communications system that is not only going to, but is actually coming from, the community itself.

AMERICAN CABLEVISION OF FORT WAYNE INCORPORATED

A STUDY

OF THE CABLE TELEVISION MARKET

IN FORT WAYNE, INDIANA

A STUDY

OF THE CABLE TELEVISION MARKET

IN FORT WAYNE, INDIANA

prepared for

Gerard Maglio
American Television & Communications Corp.
20 Inverness Place East
Englewood, Colorado 80110

by

Thomas R. Wotruba, Ph.D.
Communications Marketing, Inc.
El Cajon, California

May 24, 1977

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EXECUTIVE SUMMARY

Potential saturation of Cable TV at $7 per month is determined to be 53.6%, and for cable plus pay at $15 per month it is determined to be 31.9%. The cable only estimate represents a number of households totaling 32,743.

In the average Fort Wayne household, the TV set is on 5.7 hours per day. The average number of channels received is 3.6, with the best reception occurring on channels 33, 21, and then 15. Channel 21 is the most watched.

Full-length movies are the most popular of all program types, including many specific sports programs. Of the sports programs only, Indiana University basketball was most interesting to these respondents.

Awareness of cable TV is high, as only 4.9% had not heard about cable TV. The characteristic recalled most about cable TV was more channels or programs available. The ownership of TV sets, and color TV sets, is relatively high in this market. The average household has 1.93 TV sets and 1.12 color sets.

While these findings apply to the respondents as a whole, there are many significant differences among respondent groups relating to their probability to subscribe to cable TV.

I

OBJECTIVES OF THIS STUDY AND RESPONDENT GROUPS COMPARED

Objectives

The major objective of this study was to measure the size of the potential market for cable television in Fort Wayne, Indiana. Specific and additional objectives were the following:

1. Determine television viewing behavior in total and by channel, including reception quality and channel popularity.
2. Obtain measures of interest in various program types, including many specific sports programs, which could be offered through imported channels.
3. Determine awareness and knowledge of cable TV, including source of knowledge about the cost of cable TV.
4. Estimate the potential saturation of cable TV and of a cable-plus-pay package.
5. Obtain various classification measures of respondents, including data on TV set ownership, home antennas, and demographics.

Respondent Groups

All respondents were categorized into three groups based on their probability to subscribe to the basic cable package as

described on question 12 of the questionnaire and reported on Table 12. By grouping respondents on this basis, we can obtain information about differences between persons expressing levels of desire for cable TV. For instance, are there differences in channel popularity, program preferences, or demographics between those highly favorable and those not favorable to subscribing to cable TV? Any differences found should help in tailoring marketing strategy more specifically to these market segments.

To make these comparisons, which appear on many of the tables in this report, we have separated respondents into three categories as follows:

High probability ---	Those who will definitely or probably subscribe.
Low probability ----	Those who are undecided or will probably not subscribe.
No probability -----	Those who will definitely not subscribe or who don't know.

The research methodology, along with the questionnaire employed, is found in the Appendix.

II

TELEVISION VIEWING BEHAVIOR

Amount of Television Watched

The percent of households watching television for various lengths of time per day is shown on Table 1. High probability respondents reported considerably more TV viewing on average (6.3 hours) than did the other two groups. Overall, however, this market seems about average in daily television viewing when compared with other markets studied.

Number of Channels Received

Respondents were asked how many television channels they received, and the results are reported on Table 2. There is no statistically significant difference among the three groups on this measure, although there is a slight tendency for high probability respondents to report that they can receive more channels.

Ratings of Channel Reception

Table 3 shows how respondents rated the reception quality of each channel. None of the channels received an "excellent" rating from a majority of the respondents. On the contrary, ratings of "fair" and "poor" occurred more often in this market than in many other markets studied. Overall, channel 33 is rated best, followed by channels 21 and 15.

TABLE 1

AMOUNT OF TELEVISION WATCHED IN HOUSEHOLD PER DAY
BY POTENTIAL SUBSCRIBER CATEGORIES

Number of Hours	Potential Subscriber Categories: High Probability	Low Probability	No Probability	Total Respondents
1	0.7%	2.1%	9.7%	3.3%
2	6.7%	8.2%	11.1%	8.2%
3	8.9%	16.5%	19.4%	13.8%
4	17.8%	20.6%	23.6%	20.1%
5	4.6%	12.4%	5.6%	9.5%
6 to 7	28.9%	18.6%	9.7%	21.0%
8 to 10	14.8%	17.5%	11.1%	14.9%
11 to 15	11.1%	4.1%	7.0%	7.9%
16 or more	1.5%	0.0%	2.8%	1.3%
	100.0%	100.0%	100.0%	100.0%
Average Number of Hours Per Day:	6.3	5.3	5.0	5.7

TABLE 2

NUMBER OF CHANNELS RECEIVED
BY POTENTIAL SUBSCRIBER CATEGORIES

Number of Channels Received	Potential Subscriber Categories: High Probability	Low Probability	No Probability	Total Respondents
2	0.7%	0.0%	1.4%	0.7%
3	37.8%	48.5%	47.2%	43.4%
4	60.0%	51.5%	51.4%	55.3%
5 or more	1.5%	0.0%	0.0%	0.6%
	100.0%	100.0%	100.0%	100.0%
Average Number of Channels Received:	3.7	3.5	3.5	3.6

TABLE 3

RESPONDENTS' RATINGS OF CHANNEL RECEPTION

Rating of Reception	Channels: 15 WANE	16 WNDU	21 WPTA	22 WSBT	28 WSJV	33 WKJG	57 WBGU
Excellent	28.3%	0.3%	31.3%	0.0%	0.0%	31.9%	4.9%
Good	58.2%	0.3%	49.4%	0.3%	0.7%	59.2%	11.5%
Fair	9.2%	0.3%	14.1%	0.3%	0.0%	5.6%	12.8%
Poor	3.6%	0.0%	3.9%	0.0%	0.3%	1.6%	8.6%
Don't Receive	0.0%	95.1%	0.0%	95.5%	94.4%	0.7%	54.3%
Can't Get UHF	0.0%	0.7%	0.0%	0.3%	0.3%	0.0%	0.0%
Don't Know	0.7%	3.3%	1.3%	3.6%	4.3%	1.0%	7.9%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Specific Channels Watched

To ascertain the popularity of channels received, respondents were asked which channel they watched most, second most, and then which other channels were also watched by members of their family. These results are shown on Table 4. Channel 21 is most popular overall, although it is only third most popular among the no probability respondents. Low probability respondents reported watching more channels in total, as indicated by the "also watch" column, but many of these respondents could not identify what channels these were that they also watched. Thus, there is a good chance that total is somewhat inflated. Overall, however, there seems to be a strong pattern of channel switching rather than channel loyalty in this market, much more so than in many other markets where similar questions have been asked.

TABLE 4

CHANNEL VIEWING BEHAVIOR, BY POTENTIAL SUBSCRIBER CATEGORIES

Channels	High Probability			Low Probability			No Probability			Total Respondents		
	Watch Most	Watch Second Most	Also Watch	Watch Most	Watch Second Most	Also Watch	Watch Most	Watch Second Most	Also Watch	Watch Most	Watch Second Most	Also Watch
15, WANE	23.7%	21.5%	45.2%	20.6%	18.6%	42.3%	40.3%	16.7%	22.2%	26.6%	19.4%	38.8%
16, WNDU	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
21, WPTA	34.8%	28.9%	27.4%	28.9%	14.4%	38.1%	15.3%	25.0%	33.3%	28.3%	23.4%	32.2%
22, WSBT	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.7%
28, WSJV	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
33, WKJG	20.7%	23.0%	45.9%	17.5%	23.7%	40.2%	19.4%	26.4%	30.6%	19.4%	24.0%	40.5%
57, WBGU	3.0%	0.7%	23.7%	0.0%	4.1%	23.7%	0.0%	0.0%	16.7%	1.3%	1.6%	22.0%
Don't Know	17.8%	25.9%	27.8%	33.0%	39.2%	41.2%	25.0%	31.9%	32.9%	24.4%	31.6%	33.3%
	100.0%	100.0%	170.7%*	100.0%	100.0%	215.5%*	100.0%	100.0%	137.1%	100.0%	100.0%	167.5%*

*Totals to more than 100% because some respondents watch more than 3 channels.

III

INTEREST IN PROGRAM TYPES

Desirability of Program Types by Total Respondents

Because many types of programs were to be tested in this study, this topic was divided into two groups of questions. The first group involved program types excluding specific sports programs, and the second group included specific sports programs. The results from these questions are shown on Tables 5 and 6.

From Table 5 it is apparent that additional programming of full length movies is most desired. Note that between one-half to two-thirds of the respondents desired no more of all program types offered in this question except two -- full length movies and comedy series.

Table 6 shows somewhat the same pattern. The most interesting sports program is Indiana University basketball, while hockey in general is least interesting.

Desirability of Program Types by Potential Subscriber Categories

Many significant differences among potential subscriber categories become apparent on Table 7, which shows the percent of respondents in each group who desire much more of (or who are extremely interested in) each program type. In general, this table shows

TABLE 5

INTEREST IN PROGRAM TYPES EXCEPT SPECIFIC SPORTS PROGRAMS, BY TOTAL SAMPLE

Program Types	Percent of Respondents Who: Want Much More	Want Little More	Want No More	Don't Know	Total
Adventure Series Such as Star Trek And Space 1999	12.2%	20.7%	65.5%	1.6%	100.0%
Children's Programs Such as The New Mickey Mouse Club and The Howdy Doody Show	19.1%	20.7%	58.9%	1.3%	100.0%
Full Length Movies	37.5%	28.9%	32.6%	1.0%	100.0%
Dramatic Programs Such as Ironside and FBI	14.8%	27.3%	57.6%	0.3%	100.0%
Professional and College Sports	21.4%	11.2%	67.4%	0.0%	100.0%
Religious Programs Like Oral Roberts	14.8%	20.7%	64.5%	0.0%	100.0%
Comedy Series Such as I Love Lucy and Love American Style	19.7%	36.8%	43.5%	0.0%	100.0%
Movies After Midnight on Weekends	17.1%	12.5%	70.1%	0.3%	100.0%

TABLE 6

INTEREST IN SPECIFIC SPORTS PROGRAMS, BY TOTAL SAMPLE

Program Type	Percent of Respondents Who: Are Extremely Interested	Are Somewhat Interested	Are Not Interested	Don't Know	Total
Professional Baseball with The Chicago Cubs	15.4%	23.7%	60.2%	0.7%	100.0%
Professional NBA Basketball with The Indiana Pacers	23.0%	25.6%	50.7%	0.7%	100.0%
Notre Dame Basketball	26.3%	25.4%	48.0%	0.3%	100.0%
Indiana University Football	27.0%	25.0%	47.0%	1.0%	100.0%
Professional Baseball with The Chicago White Sox	13.2%	25.0%	60.5%	1.3%	100.0%
Purdue University Basketball	27.0%	27.6%	44.7%	0.7%	100.0%
Professional NHL Hockey with The Chicago Black Hawks	11.9%	12.8%	74.0%	1.3%	100.0%
Notre Dame Football	28.9%	25.0%	45.1%	1.0%	100.0%
Indiana University Basketball	34.9%	23.4%	40.7%	1.0%	100.0%
Professional Baseball with The Cincinnati Reds	23.4%	19.1%	56.2%	1.3%	100.0%
Professional NBA Basketball with The Chicago Bulls	13.5%	19.7%	65.2%	1.6%	100.0%
Professional WHA Hockey with The Indiana Racers	7.2%	16.8%	75.3%	0.7%	100.0%
World Team Tennis	12.2%	26.2%	60.9%	0.7%	100.0%

TABLE 7

PERCENT OF RESPONDENTS DESIRING MUCH MORE OF EACH PROGRAM TYPE, BY POTENTIAL SUBSCRIBER CATEGORIES

Program Types	Percent Desiring Much More In: High Probability Group	Low Probability Group	No Probability Group	Total Respondents
Adventure Series Such as Star Trek And Space 1999	14.8%	15.5%	2.8%	12.2%
Children's Programs Such as The New Mickey Mouse Club and The Howdy Doody Show	21.5%	21.6%	11.1%	19.1%
Full Length Movies	49.6%	32.0%	22.2%	37.5%
Dramatic Programs Such as Ironside and FBI	14.8%	13.4%	16.7%	14.8%
Professional and College Sports	26.7%	21.6%	11.1%	21.4%
Religious Programs Like Oral Roberts	12.6%	18.6%	13.9%	14.8%
Comedy Series Such as I Love Lucy and Love American Style	20.7%	21.6%	15.3%	19.7%
Movies After Midnight on Weekends	26.7%	10.3%	8.3%	17.1%
Professional Baseball with The Chicago Cubs	18.5%	13.4%	12.5%	15.4%
Professional NBA Basketball with The Indiana Pacers	27.4%	23.7%	13.9%	23.0%
Notre Dame Basketball	29.6%	27.8%	18.1%	26.3%
Indiana University Football	28.9%	29.9%	19.4%	27.0%
Professional Baseball with The Chicago White Sox	17.8%	9.3%	9.7%	13.2%
Purdue University Basketball	29.6%	27.8%	20.8%	27.0%
Professional NHL Hockey with The Chicago Black Hawks	17.8%	8.2%	5.6%	11.9%
Notre Dame Football	34.8%	29.9%	16.7%	28.9%
Indiana University Basketball	39.3%	36.1%	25.0%	34.9%
Professional Baseball with The Cincinnati Reds	31.9%	18.6%	13.9%	23.4%
Professional NBA Basketball with The Chicago Bulls	14.8%	12.4%	12.5%	13.5%
Professional WHA Hockey with The Indiana Racers	11.1%	5.2%	2.8%	7.2%
World Team Tennis	16.3%	8.2%	9.7%	12.2%

that more high probability respondents than low probability or no probability respondents desire more of each program type. The only exceptions to this are in dramatic programs and religious programs. In some cases, the differences between respondent groups are quite marked -- as, for example, with full-length movies, movies after midnight, and professional baseball with the Cincinnati Reds. Information from this table should be quite helpful in formulating promotional messages to each market segment.

IV

AWARENESS AND KNOWLEDGE OF CABLE TV

Awareness of Cable TV

The level of awareness of cable TV is high in this market, with only 4.9% of the respondents claiming they had never heard about it, as shown on Table 8.

Another 29% of the total respondents were aware of cable TV but were unable to recall any specific characteristics (favorable or unfavorable) about it. These persons are considered to have only marginal awareness. Note that this percent varies greatly among the potential subscriber categories, from a low of about 9% in the high probability group to a high of nearly 60% in the no probability group. This is a strong indication that the level of awareness and knowledge is closely correlated with the probability to subscribe, and perhaps the potential saturation will increase as more of those in the low probability and no probability groups learn more about cable TV.

Knowledge of Cable TV

Respondents who were aware of cable TV were asked in two separate questions what specific favorable and unfavorable characteristics of cable TV they had heard about. Table 9 shows what favorable characteristics were recalled. By far the

TABLE 8

AWARENESS OF CABLE TV, BY POTENTIAL SUBSCRIBER CATEGORY

	Potential Subscriber Categories			Total Respondents
	High Probability	Low Probability	No Probability	
Never Heard of Cable TV	1.5%	5.2%	11.1%	4.9%
Heard of Cable TV But Can't Recall any Specific:				
Favorable Factors	8.9%	36.1%	59.7%	29.6%
Unfavorable Factors	80.7%	69.1%	69.4%	74.3%
Heard of Cable TV and Can Recall One or More:				
Favorable Factors	89.6%	58.7%	29.2%	65.5%
Unfavorable Factors	17.8%	25.7%	19.5%	20.8%

TABLE 9

FAVORABLE CHARACTERISTICS OF CABLE TV, AS RECALLED BY POTENTIAL SUBSCRIBER CATEGORIES

Favorable Characteristics	Potential Subscriber Categories			Total Respondents
	High Probability	Low Probability	No Probability	
Picture and Reception Quality	11.1%	3.1%	2.8%	6.6%
Good Value for Money	0.7%	0.0%	0.0%	0.3%
More Channels or Programs Available	76.3%	44.3%	20.8%	53.0%
Liked it When Subscribed Before	2.2%	0.0%	0.0%	1.0%
Friends Have it and Like it	3.0%	3.1%	0.0%	2.3%
No Commercials	4.4%	5.2%	4.2%	4.6%
Better Programs Than on Regular TV	16.3%	8.2%	5.6%	11.2%
Extended Hours of TV Viewing Available	5.2%	2.1%	0.0%	3.0%
Don't Need Antenna	0.0%	0.0%	0.0%	0.0%
Other	6.7%	9.3%	2.8%	6.6%

Note: More than one answer per respondent was allowed.

most frequently-associated favorable characteristic is more channels or programs available , followed at a distant second place by better programs than on regular TV. Among the "other" responses, the one most frequently given was better movies.

Table 10 shows that only one unfavorable characteristic was recalled by more than 10% of the respondents, and that was high cost or price. Since we can expect any level of cost or price to draw some negative reaction among any sample, it seems safe to conclude that there are no significant or unusual negative factors associated with cable TV in this market.

Source of Information about Cost

Respondents who mentioned high cost or price as an unfavorable characteristic of cable TV were asked in a follow-up question where they had heard about the cost or price of cable TV. Table 11 shows their responses, indicating that word-of-mouth is the main source among all respondent groups.

TABLE 10

UNFAVORABLE CHARACTERISTICS OF CABLE TV, AS RECALLED BY POTENTIAL SUBSCRIBER CATEGORIES

Unfavorable Characteristics	Potential Subscriber Categories			Total Respondents
	High Probability	Low Probability	No Probability	
High Cost or Price	13.3%	19.6%	11.1%	14.8%
Technical or Reception Problems	0.7%	1.0%	0.0%	0.7%
Objectionable Programs or Movies	1.5%	1.0%	0.0%	1.0%
No Better Reception than Regular TV	0.7%	0.0%	1.4%	0.7%
Unfavorable Prior Experience When Subscribed Before	0.0%	0.0%	4.2%	1.0%
Friends Have it and Don't Like it	0.0%	2.1%	1.4%	1.0%
Can't Get Programs That are on Regular TV	0.0%	0.0%	0.0%	0.0%
Other	0.7%	2.1%	1.4%	1.3%

TABLE 11

SOURCE OF INFORMATION ABOUT HIGH COST OR PRICE OF CABLE TV,
BY POTENTIAL SUBSCRIBER CATEGORIES

Source of Information	Potential Subscriber Categories			Total Respondents
	High Probability	Low Probability	No Probability	
Friend or Relative, Word-of-mouth	10.4%	12.4%	4.2%	9.6%
Magazine or Newspaper Article	0.0%	4.1%	2.8%	2.0%
Radio or TV Program	0.0%	1.0%	0.0%	0.3%
Subscribed Before	0.7%	0.0%	0.0%	0.3%
Other Source	0.7%	0.0%	0.0%	0.3%
Don't Remember	1.5%	2.1%	4.1%	2.3%
Not Asked	86.7%	80.4%	88.9%	85.2%
	100.0%	100.0%	100.0%	100.0%

V

SIZE OF POTENTIAL MARKET FOR CABLE AND PAY TV

Probability of Subscribing to Cable and Pay TV

After the interviewer had read a statement describing what cable TV is in some detail, each respondent was asked what was the chance of his or her household subscribing to cable TV at $7.00 per month, and then to cable plus a movie channel at $15.00 per month. The results are shown on Table 12. Responses to the cable plus movies package should be interpreted with caution, however, because they are likely to be reflecting reaction to the price differences between these two questions as much as response to the comparative values of the two packages themselves.

Percent of Potential Saturation

From the data on Table 12, estimates of market potential can be made by multiplying each probability of subscribing by the percent of respondents giving that answer, and then adding up the totals. This calculation for the cable only package is as follows:

Probability of Subscribing		Percent of Respondents		Expected Percent Subscribing
Definitely -----	100% X	24.7%	=	24.7%
Probably -------	75% X	20.5%	=	15.4%
Undecided ------	50% X	21.8%	=	10.9%
Probably Not ---	25% X	10.6%	=	2.6%
Definitely Not -	0% X	21.8%	=	0.0%
		Total Potential Saturation	=	53.6%

Similar calculations can be made for the cable plus pay package, and the results are reported on Table 13. Because these saturation estimates are derived from random samples, there is a sampling error which can cause the results to differ somewhat from the true percents which exist within the total population. An indication of the interval within which the true population percents are likely to fall, with 95% certainty, is shown in the right hand column of Table 13.

Potential Saturation in Number of Households

To translate the saturation percentages into number of households requires that a base number of households be established for the market area studied. The total number of households in Fort Wayne, according to the latest edition of Sales & Marketing Management's Survey of Buying Power, is 66,400. This total must be reduced however, to reflect households which are unsaleable, or voids. Voids are households with no television set, unoccupied residences, and households with income below poverty level. Temporary unemployment is also a factor which can prevent

TABLE 12

PROBABILITY OF SUBSCRIBING TO CABLE, AND CABLE PLUS PAY,
BY TOTAL RESPONDENTS

Probability of Subscribing	Cable Only at $7.00 Per Month	Cable Plus Pay at $15.00 Per Month
Definitely ------- 100% Chance	24.7%	6.7%
Probably -------- 75% Chance	20.5%	13.5%
Undecided -------- 50% Chance	21.8%	21.4%
Probably Not ----- 25% Chance	10.6%	17.5%
Definitely Not --- 0% Chance	21.8%	37.3%
Don't Know	0.6%	3.6%
	100.0%	100.0%

TABLE 13

POTENTIAL SATURATION OF CABLE ONLY, AND CABLE PLUS PAY

Package	The Best Percent Estimate is:	95% Confidence Interval is:
Cable Only at $7.00 Per Month	53.6%	48.0% to 59.2%
Cable Plus Pay at $15.00 Per Month	31.9%	26.6% to 37.2%

a sale, and should be reflected in the void calculations as well.

Based on data from the U.S. Census, ARBITRON, Sales & Marketing Management, and the Department of Labor, the void estimate established for the Fort Wayne market is 8%. Thus, the number of saleable households in Fort Wayne is determined as follows:

Total Households:	66,400
Minus 8% Voids:	- 5,312
Saleable Households:	61,088

This saleable households total is then multiplied by the percent saturation estimates to produce the potential saturation in number of households:

Cable Only:	61,088	X	53.6%	=	32,743
Cable Plus Pay:	61,088	X	31.9%	=	19,487

VI

CHARACTERISTICS OF THE RESPONDENTS

Main Source of Program Information

Table 14 shows that TV Guide magazine is the main source of program and schedule information for these respondents in total, although the Fort Wayne News-Sentinel is slightly more popular among the no probability respondents.

Number of TV Sets, and Color Sets in Households

Table 15 shows that the number of TV sets is greatest in high probability households and smallest in no probability households. The average of 1.93 for the sample as a whole is somewhat high when compared with other markets studied, and probably also represents a trend toward owning more TV sets. These same conclusions are true for color TV sets, as shown on Table 16. Again, the overall average of 1.12 color sets per household is relatively high in comparison with other markets studied.

Outside Antennas and Rotors

Table 17 shows that nearly two-thirds of the respondents have an outside antenna, though comparatively few have a rotor. Note that only a small percentage of the antennas are relatively new -- 3 years old or less. There is no statistically significant difference among the three respondent

TABLE 14

MAIN SOURCE OF TV PROGRAM INFORMATION
BY POTENTIAL SUBSCRIBER CATEGORIES

Sources	Potential Subscriber Categories			Total Respondents
	High Probability	Low Probability	No Probability	
Ft. Wayne Journal-Gazette	10.4%	13.4%	19.4%	13.5%
Ft. Wayne News-Sentinel	18.5%	35.1%	36.1%	28.0%
TV Guide Magazine	66.7%	46.4%	34.7%	52.6%
Other	0.7%	1.0%	1.4%	1.0%
None	3.7%	4.1%	8.4%	4.9%
	100.0%	100.0%	100.0%	100.0%

TABLE 15

NUMBER OF TV SETS PER HOUSEHOLD, BY
POTENTIAL SUBSCRIBER CATEGORIES

Number of TV Sets	Potential Subscriber Categories			Total Respondents
	High Probability	Low Probability	No Probability	
1	31.1%	38.1%	43.1%	36.2%
2	43.7%	36.1%	45.8%	41.8%
3	17.8%	20.6%	6.9%	16.1%
4	5.9%	2.1%	2.8%	3.9%
5	1.5%	3.1%	1.4%	2.0%
	100.0%	100.0%	100.0%	100.0%
Average Number of TV Sets Per Household:	2.03	1.95	1.74	1.93

TABLE 16

NUMBER OF COLOR TV SETS PER HOUSEHOLD, BY
POTENTIAL SUBSCRIBER CATEGORIES

Number of Color TV Sets	Potential Subscriber Categories			Total Respondents
	High Probability	Low Probability	No Probability	
0	11.1%	18.6%	20.8%	15.8%
1	65.2%	56.7%	61.1%	61.6%
2	19.3%	20.6%	15.3%	18.7%
3	2.2%	3.1%	2.8%	2.6%
4	2.2%	1.0%	0.0%	1.3%
	100.0%	100.0%	100.0%	100.0%
Average Number of Color TV Sets Per Household:	1.19	1.11	1.00	1.12

TABLE 17

PERCENT OF HOUSEHOLDS WITH OUTSIDE ANTENNAS AND ROTORS
AND AGE OF ANTENNA, BY
POTENTIAL SUBSCRIBER CATEGORIES

	Potential Subscriber Categories			Total Respondents
	High Probability	Low Probability	No Probability	
Percent with Outside Antennas	70.4%	57.7%	59.7%	63.8%
Percent with Rotors	8.9%	6.2%	1.4%	6.3%
Age of Outside Antenna:				
1 Year	6.7%	3.1%	2.8%	4.6%
2-3 Years	14.1%	10.3%	11.2%	12.2%
4-6 Years	15.5%	7.2%	2.8%	9.9%
7-10 Years	12.6%	13.4%	25.1%	15.8%
Over 10 Years	8.1%	5.2%	8.4%	7.2%
Don't Know	13.4%	18.5%	9.4%	14.1%
	100.0%	100.0%	100.0%	100.0%

groups on age of antenna.

Own vs. Rent Residence

The vast majority of respondents in all potential subscriber categories own rather than rent their residence, as shown on Table 18. There is no apparent relationship between probability to subscribe and ownership vs. renting of home.

Sex of Respondents

Table 19 shows that about one-quarter of the respondents were male. This study had a deliberate quota of 25% males, since past experience has shown that this proportion of males gives the most accurate projections. Note also that the proportion of males is highest in the high probability group and lowest in the no probability group, indicating a more favorable predisposition to subscribe by males than by females.

Age of Respondents

Table 20 shows that high probability respondents are more predominant in the younger age categories, whereas no probability respondents are much more predominant in the older age categories. This pattern is consistent with that found in many other markets studied. When this overall age distribution is compared with recent age distribution estimates for Fort Wayne, the differences are not statistically significant. Thus, we can conclude the sample contains a reliable representation of age groups in this market.

TABLE 18

OWN VS. RENT RESIDENCE

	Potential Subscriber Categories			
	High Probability	Low Probability	No Probability	Total Respondents
Own	82.3%	83.5%	77.7%	81.6%
Rent	17.0%	16.5%	16.7%	16.8%
Other	0.0%	0.0%	1.4%	0.3%
Refused	0.7%	0.0%	4.2%	1.3%
	100.0%	100.0%	100.0%	100.0%

TABLE 19

SEX OF RESPONDENTS

	Potential Subscriber Categories			
	High Probability	Low Probability	No Probability	Total Respondents
Male	34.8%	25.8%	16.7%	27.6%
Female	65.2%	74.2%	83.3%	72.4%
	100.0%	100.0%	100.0%	100.0%

TABLE 20

AGE OF RESPONDENTS

Age Groups	Potential Subscriber Categories			Total Respondents
	High Probability	Low Probability	No Probability	
Under 18	0.7%	1.0%	0.0%	0.7%
18 to 24	14.1%	11.3%	2.8%	10.5%
25 to 34	31.9%	24.7%	11.1%	24.7%
35 to 50	28.1%	28.9%	25.0%	27.6%
51 to 64	20.0%	18.6%	18.1%	19.1%
65 and over	5.2%	15.5%	41.7%	17.1%
refused	0.0%	0.0%	1.3%	0.3%
	100.0%	100.0%	100.0%	100.0%

Income of Respondent Households

Finally, Table 21 shows annual income as reported by respondents. Note that about 20% either refused to state their income or claimed they didn't know it. When this income distribution is compared with independent estimates for the Fort Wayne area, it appears that most of the refusals represent low income households (below $8,000). There is also a slight underrepresentation in the highest income group, indicating that a few of the refusals or don't knows probably represents high income households.

TABLE 21

INCOME OF RESPONDENT HOUSEHOLDS

Income Groups	Potential Subscriber Categories			Total Respondents
	High Probability	Low Probability	No Probability	
Zero to $2,999	0.0%	3.1%	8.3%	3.0%
$3,000 to $4,999	4.4%	6.2%	5.6%	5.3%
$5,000 to $7,999	3.0%	5.2%	5.6%	4.3%
$8,000 to $9,999	4.4%	12.4%	8.3%	7.9%
$10,000 to $14,999	26.7%	19.6%	19.4%	22.7%
$15,000 to $24,999	34.8%	22.7%	15.3%	26.3%
$25,000 and Over	11.9%	9.3%	6.9%	9.9%
Don't Know	3.7%	7.2%	2.8%	4.6%
Refused	11.1%	14.3%	27.8%	16.0%
	100.0%	100.0%	100.0%	100.0%

APPENDIX

RESEARCH METHODOLOGY

A total of 304 completed telephone interviews were obtained from the city of Fort Wayne, Indiana, during the first week of March, 1977. The professional interviewing staff of Marilyn Garton Research Service of Fort Wayne was employed to collect the interviews. A detailed sampling plan and interviewer instructions were prepared, and all interviewers were carefully trained prior to starting interviewing. Calls were made over various times of the day and evening to obtain a representative sample of respondents who are at home at different times. The work of each interviewer used on this project was validated for accuracy.

The resulting completed interviews were edited, coded and punched on data processing cards and the tabulations and analyses were made using version 6.02 of the Statistical Package for the Social Sciences (SPSS). A computer deck along with the program has been retained if any further tabulations are requested in the future.

Ft. Wayne Market Study

Communications Marketing, Inc.

[note to interviewers: Read to respondents only those words in all capital letters]

Phone Number called_____

Date & Time of call_____

Interviewer's initials_____

Sex of respondent (circle): M F

HELLO MR. (MRS.) _____. I'M CALLING FROM MARILYN GARTON RESEARCH SERVICE. WE ARE CONDUCTING A SURVEY ON TELEVISION IN THE FORT WAYNE AREA. WE ARE NOT SELLING ANYTHING, ONLY TAKING A SURVEY, AND WOULD LIKE YOUR OPINIONS ON A FEW BRIEF QUESTIONS. FIRST,

1. IN A TYPICAL DAY, ABOUT HOW MANY HOURS IS THE TV SET ON IN YOUR HOME?

number of hours:_____
(if no TV, or zero hours, terminate)

2. HOW MANY TELEVISION CHANNELS DO YOU PRESENTLY RECEIVE?

number of channels:_____

3. I'M GOING TO NAME SOME CHANNELS, AND AFTER I READ EACH ONE WILL YOU PLEASE TELL ME HOW GOOD ITS RECEPTION IS IN YOUR HOME . . . IS IT ALWAYS EXCELLENT . . . USUALLY GOOD . . . ONLY FAIR . . . OR GENERALLY POOR? HERE ARE THE CHANNELS:

	15, WANE FORT WAYNE	16, WNDU SOUTH BEND	21, WPTA FORT WAYNE	22, WSBT SOUTH BEND	28, WSJV SOUTH BEND	33, WKJG FORT WAYNE	57, WBGU LIMA-BOWLING GREEN	don't know
excellent	1	1	1	1	1	1	1	
good	2	2	2	2	2	2	2	
fair	3	3	3	3	3	3	3	
poor	4	4	4	4	4	4	4	
don't receive	5	5	5	5	5	5	5	
can't get uhf	6	6	6	6	6	6	6	
don't know	7	7	7	7	7	7	7	
4. WHICH CHANNEL DOES YOUR FAMILY WATCH MOST? (one only)	15	16	21	22	28	33	57	9
5. WHICH CHANNEL DOES YOUR FAMILY WATCH SECOND MOST? (one only)	15	16	21	22	28	33	57	9
6. WHAT ARE THE OTHER CHANNELS THAT MEMBERS OF YOUR FAMILY WATCH (more than one o.k.)	15	16	21	22	28	33	57	9

7. I'M GOING TO READ YOU A LIST OF PROGRAMS THAT CAN BE OFFERED ON TV. AFTER I READ EACH ONE, PLEASE TELL ME IF YOU AND MEMBERS OF YOUR FAMILY WOULD LIKE TO SEE

MUCH MORE OF THAT TYPE OF PROGRAM THAN YOU NOW SEE, OR A

LITTLE MORE OF THAT TYPE OF PROGRAM, OR

NO MORE THAN YOU ARE NOW ABLE TO RECEIVE.

HERE ARE THE PROGRAMS:	much more	little more	no more	don't know
ADVENTURE SERIES SUCH AS STAR TREK AND SPACE 1999	1	2	3	4
CHILDREN'S PROGRAMS SUCH AS THE NEW MICKEY MOUSE CLUB AND THE HOWDY DOODY SHOW	1	2	3	4
FULL LENGTH MOVIES	1	2	3	4
DRAMATIC PROGRAMS SUCH AS IRONSIDE AND THE F.B.I.	1	2	3	4
PROFESSIONAL AND COLLEGE SPORTS	1	2	3	4
RELIGIOUS PROGRAMS LIKE ORAL ROBERTS	1	2	3	4
COMEDY SERIES SUCH AS I LOVE LUCY AND LOVE AMERICAN STYLE	1	2	3	4
MOVIES AFTER MIDNIGHT ON WEEKENDS	1	2	3	4

8. THE NEXT QUESTION CONCERNS THE DIFFERENT VARIETIES OF SPORTS PROGRAMS THAT CAN BE OFFERED ON TV. AFTER I READ EACH ONE, PLEASE TELL ME IF YOU AND MEMBERS OF YOUR FAMILY WOULD BE EXTREMELY INTERESTED . . . SOMEWHAT INTERESTED . . . OR NOT INTERESTED IN THAT TYPE OF SPORTS PROGRAM.

	extremely	somewhat	not	don't know
PROFESSIONAL BASEBALL WITH THE CHICAGO CUBS	1	2	3	4
PROFESSIONAL N.B.A. BASKETBALL FEATURING THE INDIANA PACERS	1	2	3	4
NOTRE DAME BASKETBALL	1	2	3	4
INDIANA UNIVERSITY FOOTBALL	1	2	3	4
PROFESSIONAL BASEBALL WITH THE CHICAGO WHITE SOX	1	2	3	4
PURDUE UNIVERSITY BASKETBALL	1	2	3	4
PROFESSIONAL N.H.L. HOCKEY WITH THE CHICAGO BLACK HAWKS	1	2	3	4
NOTRE DAME FOOTBALL	1	2	3	4
INDIANA UNIVERSITY BASKETBALL	1	2	3	4
PROFESSIONAL BASEBALL WITH THE CINCINNATI REDS	1	2	3	4
PROFESSIONAL N.B.A. BASKETBALL WITH THE CHICAGO BULLS	1	2	3	4
PROFESSIONAL W.H.A. HOCKEY WITH THE INDIANA RACERS	1	2	3	4
WORLD TEAM TENNIS	1	2	3	4

9. HAVE YOU EVER HEARD ABOUT CABLE TV?

yes 1
no . . . . . 2 } (to Q. 12)
don't know. . . 3 }

10. WHAT HAVE YOU HEARD IN PARTICULAR THAT IS FAVORABLE ABOUT IT? (ask unaided; more than one answer o.k.)

quality of picture or reception 1
good value for the money. 2
more channels or programs available 3
liked it when subscribed before 4
friends have it and like it 5
no commercials 6
better programs than on regular tv 7
extended hours of tv viewing available . . . 8
don't need antenna 9
other (_____) . . 10
nothing in particular; don't know 11

11. WHAT HAVE YOU HEARD IN PARTICULAR THAT IS UNFAVORABLE ABOUT IT? (ask unaided; more than one answer o.k.)

high cost or price	1
technical or reception problems	2
objectionable programs or movies	3
no better reception than regular tv.	4
unfavorable prior experience with it when subscribed before	5
friends have (had) it and don't (didn't) like it	6
can't get programs that are on regular tv	7
other (_____)	8
nothing in particular; don't know	9

(if cost or price mentioned, ask:

CAN YOU RECALL WHERE YOU HEARD ABOUT THE COST (PRICE) OF CABLE TV?

friend or relative or word-of-mouth	1
magazine or newspaper article	2
radio or tv program.	3
subscribed before.	4
other (_____)	5
don't remember	6

12. LET ME EXPLAIN BRIEFLY WHAT CABLE TV IS. CABLE TV INVOLVES RUNNING A CABLE TO EACH SUBSCRIBER'S HOME MUCH LIKE A TELEPHONE LINE. THIS CABLE IS THEN ATTACHED TO THE BACK OF YOUR TV SET AND PROVIDES YOU WITH CLEAR, INTERFERENCE-FREE PICTURES WITHOUT THE NEED OF A ROOF-TOP OR SET ANTENNA.

WITH CABLE TV YOU COULD RECEIVE ALL OF THE FORT WAYNE CHANNELS PLUS TWO OTHER CHANNELS FROM CHICAGO AND INDIANAPOLIS WHICH BROADCAST MOVIES, SPORTS, AND OTHER PROGRAMS NOT SEEN NOW IN FORT WAYNE. IN ADDITION, YOU WOULD GET SPECIAL CHANNELS FOR CONTINUOUS NEWS AND WEATHER REPORTS, BRINGING THE TOTAL NUMBER OF CHANNELS TO ELEVEN THAT YOU WOULD RECEIVE ON YOUR HOME SET.

CABLE TV IS PURCHASED ON A MONTH TO MONTH BASIS JUST LIKE YOUR TELEPHONE. YOU CAN SUBSCRIBE FOR ONE MONTH OR FOR AS LONG AS YOU LIKE. IF THE COST OF CABLE TV WAS $7 PER MONTH, HOW WOULD YOU RATE YOUR HOUSEHOLD'S CHANCES OF SUBSCRIBING? WOULD YOU

DEFINITELY SUBSCRIBE, OR 100% CHANCE	1
PROBABLY SUBSCRIBE, OR ABOUT A 75% CHANCE	2
BE UNDECIDED, OR ABOUT A 50% CHANCE	3
PROBABLY NOT SUBSCRIBE, OR ONLY ABOUT A 25% CHANCE	4
OR DEFINITELY NOT SUBSCRIBE, OR 0% CHANCE	5
don't know; not enough information	6

13. NOW SUPPOSE CABLE TV OFFERED ALL THESE ELEVEN REGULAR CHANNELS PLUS ONE SPECIAL CHANNEL THAT WOULD BROADCAST NEW MOVIES CURRENTLY SHOWING AT MAJOR THEATERS THAT HAVE NEVER BEEN SHOWN ON TELEVISION. EACH MONTH YOU WOULD GET EIGHT OF THESE MAJOR NEW MOVIES, PLUS ABOUT 20 NEW MOVIES THAT WERE SHOWN IN PREVIOUS MONTHS ON THIS SAME CHANNEL.

IN ADDITION, THIS SPECIAL CHANNEL WOULD BROADCAST SPECIAL SPORTS EVENTS AND CHILDREN'S PROGRAMS NOT AVAILABLE ON REGULAR TV. IF THE TOTAL COST FOR REGULAR TV PLUS THIS SPECIAL CHANNEL WAS $15 PER MONTH, HOW WOULD YOU RATE YOUR HOUSEHOLD'S CHANCES OF SUBSCRIBING? WOULD YOU

DEFINITELY SUBSCRIBE, OR 100% CHANCE	1
PROBABLY SUBSCRIBE, OR ABOUT A 75% CHANCE	2
BE UNDECIDED, OR ABOUT A 50% CHANCE	3
PROBABLY NOT SUBSCRIBE, OR ONLY ABOUT A 25% CHANCE	4
OR DEFINITELY NOT SUBSCRIBE, OR 0% CHANCE	5
don't know; not enough information	6

14. THANK YOU. NOW JUST A FEW QUESTIONS TO HELP US CLASSIFY YOUR ANSWERS WITH THE OTHERS IN THIS SURVEY.

A. WHAT IS THE MAIN SOURCE YOU USE TO GET INFORMATION ON TV PROGRAMS AND PROGRAM SCHEDULES?

- Ft. Wayne Journal-Gazette . . . 1
- Ft. Wayne News-Sentinel 2
- TV Guide magazine 3
- other (_____) . . 4
- none 5

B. HOW MANY TV SETS DO YOU HAVE IN WORKING ORDER IN YOUR HOUSE?

number of tv sets:_____

C. HOW MANY OF THESE ARE COLOR SETS?

number of color tv sets:_____

D. DO YOU HAVE AN OUTSIDE TV ANTENNA?

- yes 1
- no . . . . . 2 } (to G)
- don't know . . 3 }

E. ABOUT HOW MANY YEARS OLD IS YOUR ANTENNA?

number of years old:_____

F. DOES IT HAVE A ROTOR?

- yes 1
- no 2
- don't know . . . 3

G. DO YOU OWN OR RENT YOUR RESIDENCE?

- own 1
- rent 2
- other 3
- refused 4

H. I'M GOING TO READ YOU A LIST OF CATEGORIES. WILL YOU PLEASE TELL ME WHICH OF THESE CATEGORIES INCLUDES YOUR AGE (go right on; pause briefly between categories)

- UNDER 18 1
- 18 TO 24 2
- 25 TO 34 3
- 35 TO 50 4
- 51 TO 64 5
- 65 AND OVER 6
- refused 7

I. FINALLY, I'M GOING TO READ YOU ANOTHER SET OF CATEGORIES. PLEASE TELL ME WHICH OF THESE CATEGORIES BEST FITS YOUR TOTAL ANNUAL HOUSEHOLD INCOME (go right on; pause briefly between categories)

- ZERO TO $2,999 1
- $3,000 TO $4,999 2
- $5,000 TO $7,999 3
- $8,000 TO $9,999 4
- $10,000 TO $14,999 5
- $15,000 TO $24,999 6
- $25,000 AND OVER 7
- don't know 8
- refused. 9

THANK YOU VERY MUCH.

RESEARCH REPORT

AMERICAN CABLEVISION OF
FORT WAYNE, INC.

FORT WAYNE COMMUNITY
ASCERTAINMENT STUDY

AMERICAN TELEVISION & COMMUNICATIONS CORPORATION
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AMERICAN CABLEVISION OF FORT WAYNE, INC.

FORT WAYNE COMMUNITY ASCERTAINMENT STUDY

Paul E. Braun, Jr.
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American Television and Communications Corporation

December 2, 1977

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EXECUTIVE SUMMARY

The Fort Wayne Community Ascertainment Study shows that awareness of public access programming, some willingness to participate in the production of access shows, and interest in viewing this material is sufficient to stimulate considerable use of the access channels as proposed by American Cablevision of Fort Wayne, Inc.

30.9% of the 300 Fort Wayne residents surveyed by ATC were aware of the concept of Public Access programming. The size of the number is interesting in that access programs have had little support and publicity in the surrounding cabled communities.

7.0% of the respondents expressed an interest in personally helping to produce such programs on the proposed Fort Wayne cable system, and 10% mentioned groups they belonged to that would want access to the system.

Finally, an overwhelming 67% said they and their families would be interested in watching various types of access programming.

Additional questions in the survey detail topic preferences for general interest, educational, and live presentation programs.

I.

OBJECTIVES OF THE STUDY

The major objective of the study was to measure the level of awareness and interest in typical access programming topics which can be made available to Fort Wayne residents through cable television. Specific and additional objectives were the following:

1. To obtain measures of interest in various access program types, including many specific public, educational and cultural programs that could be provided via cable TV.

2. To determine awareness and knowledge of public access programming.

3. To estimate the level of anticipated participation in the community with regard to individual or group participation in working to produce public access television shows.

4. To ascertain the level of interest in various data generated channels which would be provided to residents in the City of Fort Wayne.

II.

RESEARCH METHODOLOGY

A total of 300 completed telephone interviews were obtained from residents of the City of Fort Wayne, Indiana during the last week of September, 1977. The professional interviewing staff of Marilyn Garton, Research Services of Fort Wayne was employed by ATC to conduct the interviews.

A detailed sampling plan and interview instructions were prepared, and all interviewers were carefully trained prior to starting the interviewing process. Calls were made over various times of the day and evening to obtain a representative sample of respondents who are at home at different times. The work of each interviewer used on this project was validated for accuracy.

The resulting completed interviews were edited, coded and input to a computer data file and the tabulations and analyses were made using an internally generated statistical program. The data base has been retained if any other tabulations are requested in the future.

A copy of the questionnaire used for data collection is appended to this report in Appendix A.

III.

HOUSEHOLD AND TELEVISION DATA

The purpose of asking the questions on persons per household and televisions per household was two-fold. The information gathered is useful in that it provides a basis for comparison with other markets that ATC has researched and in which they are currently doing business. More importantly, however, the questions were designed and placed at the beginning of the phone interview to involve people quickly with the questionnaire since they are easy to answer.

A measurement was made which determined how many working TV sets are in the average television household in Fort Wayne. Response from the questionnaire indicates that the average number of television sets in Fort Wayne households was 1.89. This compares very favorably with similar statistics collected in other communities throughout the country.

The research survey included residences which averaged 3.31 persons per household. Again, this is close to average for many American communities surveyed by ATC.

AWARENESS, PARTICIPATION AND VIEWERSHIP OF PUBLIC ACCESS PROGRAMMING

Awareness

The research attempted to determine the level of awareness in Fort Wayne with respect to the concept of public access. Surprisingly, close to one-third of the respondents claimed to be familiar with this term. This is considered to be extremely favorable since very little information has been directed to residents of the City, and this indicates that there might be a strong core group of interested parties which could speed the development of access programming in Fort Wayne:

	Yes	No	Don't know	Total
Have you ever heard of public access programming?	30.9%	59.4%	9.7%	300

These findings have substantial implications for American Cablevision of Fort Wayne. They indicate that:

1. There is already substantial interest and knowledge of public access programming, and
2. The majority of the public must be educated with respect to what public access programming is.

The data were examined in more detail via cross tabulations of the question on awareness broken down by sex, age, income, membership in organizations that might use public access, possibility of

watching public access, and the possibility of producing public access programming (see Table 1).

It was found that those more aware of public access are younger, but more wealthy. Those aware of public access also seemed more willing to watch the access programming but not as willing to produce it, perhaps because they didn't know what producing would entail.

There seemed to be no difference in the awareness level based on the respondents membership in an organization which would be able to use the public access facilities.

Participation

Respondents were questioned whether or not they or their families were interested in working to produce public access programs. Just 7.0% said they were interested in working to produce a public access show. Since only 30.9% of the population in Fort Wayne was formerly aware of what access programming is, then the figure of 7% is relatively high.

	Yes	Maybe	No	Don't know
Would you or your family be interested in working to produce a public access program?	7.0%	16.3%	62.0%	14.7%

Despite the fact that the majority of people answering this question claimed that they were not interested, there is still a chance that as these people become educated about public access programming and more aware of its presence in the community and what it can accomplish, then they might be motivated to join the community effort to produce such programming.

Viewership

The public was asked whether or not they or other family members would be interested in watching various public access programs. Results here were favorable. 67% of the respondents indicated that they would watch public access programs. Less than 8% indicated that they would not.

This is extremely encouraging since human nature dictates that the minority of people are active participators in any new technique or process. It is extremely important for future growth that as many people as possible be exposed to the access concept via their home television set.

	Yes	Maybe	No	Don't know
Do you think that you or other members of your family would watch various public access programs?	67.0%	21.3%	7.3%	4.3%

Therefore....

The research indicates that a two-step process is warranted. Publicity must be generated which communicates effectively to the public at large to make them understand the concept of public access programming. A belief held by many is that it cannot be understood until it is actually experienced. The next step to encourage quick growth of access is to involve all potential users within the community and to examine various communication alternatives which deal

with topics of high community interest. The next section of this report discusses some of those topics.

American Cablevision of Fort Wayne will undoubtedly be in a position of attempting to accelerate the average person's learning curve regarding public access programming. Every society is composed of both innovators and followers. The former are basically aggressive and usually the first to try a new product or service. This group is best characterized as being active and it is anticipated that they will seek out various ways to participate in the access process. The followers, however, are expected to be more passive. This group will have to be encouraged to participate through continued exposure to both the innovators and the actual public access programming over time.

TABLE 1

DEMOGRAPHIC BREAKDOWN BY PERCENTAGE

OF PUBLIC ACCESS AWARENESS

		AWARE	NOT AWARE
AGE	18 - 24	35.0%	65.0%
	25 - 34	38.1%	61.9%
	35 - 54	34.4%	65.6%
	55 - 64	33.3%	66.7%
	65 and over	27.0%	73.0%
SEX	Male	36.4%	63.6%
	Female	33.7%	66.3%
INCOME	$ 0 - $ 4,999	11.1%	88.9%
	$ 5,000 - $ 9,999	21.4%	78.6%
	$10,000 - $14,999	35.8%	64.2%
	$15,000 - $24,999	38.5%	61.5%
	$25,000 and over	35.3%	64.7%
POSSIBLE GROUP USE	Yes	30.8%	69.2%
	No	33.8%	66.2%
WATCH PUBLIC ACCESS	Yes	40.0%	60.0%
	No	18.2%	81.8%
PRODUCE PUBLIC ACCESS	Yes	21.1%	78.9%
	No	31.9%	68.1%
TOTAL		30.9%	59.4%

V.

PUBLIC ACCESS PROGRAMMING PREFERENCES

Respondents to the questionnaire were asked to express their level of interest in various public access program types. It was first explained to them that access programming allows both persons and organizations the opportunity to share their ideas with the entire community via cable television.

The list of program types (see Table 2) was designed to indicate to respondents that public access cablecasting was indeed a different medium and quite unlike typical network broadcast fare.

Home security was the topic which generated the most interest among Fort Wayne residents. 59.7% of the respondents indicated that they were very interested in the subject, with another 27.7% being somewhat interested.

Fort Wayne residents also expressed a great deal of interest in nutritional guidelines. The majority of respondents (80.0%) indicated that they were very or somewhat interested in this program type.

Cross-tabulations by sex, age and income were run to determine whether or not various demographic groups stood out as being particularly interested in a subject. The most consistent demographic breakdown was found between the sexes. A higher percentage of

females said that they were very interested in every program type, as opposed to the percentage of males who said they were very interested.

The variables of age and income groups seem to divide the program types into related areas. There are those in which the very interested respondents are found spread rather evenly over the five income groups and five age groups. Here one finds critical program types which touch all society such as Drug Abuse Information and Preventative Mental Hygiene, but one also finds everyday activities such as Gardening. The needs of these topics seem to cross income and age barriers.

With other program types the income groups with very interested percentages are close to equal with each other, but the age groups' percentages are high for the younger people polled. One can find these demographics in program types such as Baby Care, Nutritional Guidelines, and Child Psychology. And as 18 to 34 are the child producing years, these demographics should be expected.

The final program types have variables which are high percentages of very interested people among the older respondents of the study and also in the lower income groups of the study. These program types are Senior Citizen Health Clincs and Home Security. These mentioned demographics would certainly fit those of the retired household.

Tables 2A through 2H indicate the interest ranking of all categories in the public access area in order of interest, broken down by key demographic categories.

TABLE 2

PUBLIC ACCESS PROGRAMMING: GENERAL TOPICS

PROGRAM TYPE	VERY INTERESTED	SOMEWHAT INTERESTED	NOT INTERESTED	TOTAL RESPONDENTS
Home Security	59.7%	27.7%	12.7%	300
Nutritional Guidelines	54.0%	26.0%	20.0%	300
Preventative Mental Hygiene	39.8%	37.1%	23.1%	299
Child Psychology	38.3%	29.0%	12.7%	300
Drug Abuse Information	38.0%	37.0%	25.0%	300
Gardening	35.0%	40.7%	24.3%	300
Baby Care	24.7%	20.7%	54.5%	299
Senior Citizen Health Clinic	18.1%	40.3%	41.6%	298

INTEREST IN PUBLIC ACCESS PROGRAMMING TYPES BY AGE CATEGORY, SEX, AND INCOME GROUP

2A

SENIOR CITIZEN HEALTH CLINICS

		VERY INTERESTED	SOMEWHAT INTERESTED	NOT INTERESTED
AGE	18 - 24	12.2%	36.6%	51.1%
	25 - 34	6.8%	32.4%	60.8%
	35 - 54	11.9%	48.5%	39.6%
	55 - 64	34.2%	36.8%	28.9%
	65 and over	43.9%	39.0%	17.1%
SEX	Male	11.9%	33.3%	54.8%
	Female	20.3%	43.4%	36.2%
INCOME	$ 0 - $ 4,999	50.0%	30.0%	20.0%
	$ 5,000 - $ 9,999	34.4%	34.4%	31.2%
	$10,000 - $14,999	11.9%	49.2%	39.0%
	$15,000 - $24,999	10.6%	40.0%	49.4%
	$25,000 and over	13.9%	33.3%	52.8%
TOTAL		18.1%	40.3%	41.6%

INTEREST IN PUBLIC ACCESS PROGRAMMING TYPES BY AGE CATEGORY, SEX, AND INCOME GROUP

2B

DRUG ABUSE INFORMATION

		VERY INTERESTED	SOMEWHAT INTERESTED	NOT INTERESTED
AGE	18 - 24	43.9%	36.6%	19.5%
	25 - 34	40.5%	43.2%	16.2%
	35 - 54	45.1%	35.3%	19.6%
	55 - 64	23.1%	35.9%	41.0%
	65 and over	24.4%	31.7%	43.9%
SEX	Male	24.4%	40.7%	34.9%
	Female	43.9%	34.9%	21.2%
INCOME	$ 0 - $ 4,999	30.0%	10.0%	60.0%
	$ 5,000 - $ 9,999	43.8%	21.9%	34.4%
	$10,000 - $14,999	33.3%	47.5%	15.3%
	$15,000 - $24,999	40.7%	32.6%	26.7%
	$25,000 and over	40.5%	40.5%	18.9%
TOTAL		38.0%	37.0%	25.0%

INTEREST IN PUBLIC ACCESS PROGRAMMING TYPES BY

AGE CATEGORY, SEX, AND INCOME GROUP

2C

PREVENTATIVE MENTAL HYGIENE

		VERY INTERESTED	SOMEWHAT INTERESTED	NOT INTERESTED
AGE	18 - 24	36.9%	34.1%	29.3%
	25 - 34	43.2%	40.5%	16.2%
	35 - 54	45.5%	33.7%	20.8%
	55 - 64	33.3%	35.9%	30.8%
	65 and over	26.8%	43.9%	29.3%
SEX	Male	28.2%	37.6%	34.1%
	Female	44.8%	36.3%	18.9%
INCOME	$ 0 - $ 4,999	50.0%	10.0%	40.0%
	$ 5,000 - $ 9,999	34.4%	50.0%	15.6%
	$10,000 - $14,999	45.8%	39.0%	15.3%
	$15,000 - $24,999	41.2%	34.1%	24.7%
	$25,000 and over	35.1%	37.8%	27.0%
TOTAL		39.8%	37.1%	23.1%

INTEREST IN PUBLIC ACCESS PROGRAMMING TYPES BY AGE CATEGORY, SEX, AND INCOME GROUP

2D

BABY CARE

		VERY INTERESTED	SOMEWHAT INTERESTED	NOT INTERESTED
AGE	18 - 24	41.5%	29.3%	29.3%
	25 - 34	36.5%	31.1%	32.4%
	35 - 54	21.8%	18.8%	59.4%
	55 - 64	10.3%	7.7%	82.1%
	65 and over	7.3%	12.2%	80.5%
SEX	Male	17.6%	20.0%	62.3%
	Female	27.8%	20.8%	51.4%
INCOME	$ 0 - $ 4,999	20.0%	10.0%	70.0%
	$ 5,000 - $ 9,999	34.4%	12.5%	53.1%
	$10,000 - $14,999	28.8%	28.8%	42.4%
	$15,000 - $24,999	30.6%	20.0%	49.4%
	$25,000 and over	5.4%	24.3%	70.3%
TOTAL		24.7%	20.7%	54.5%

INTEREST IN PUBLIC ACCESS PROGRAMMING TYPES BY AGE CATEGORY, SEX, AND INCOME GROUP

2E

NUTRITIONAL GUIDELINES

		VERY INTERESTED	SOMEWHAT INTERESTED	NOT INTERESTED
AGE	18 - 24	63.4%	17.1%	19.5%
	25 - 34	56.8%	31.1%	12.2%
	35 - 54	54.9%	26.4%	18.6%
	55 - 64	46.2%	25.6%	28.2%
	65 and over	46.3%	24.4%	29.3%
SEX	Male	32.6%	33.7%	33.7%
	Female	62.7%	22.6%	14.6%
INCOME	$ 0 - $ 4,999	40.0%	30.0%	30.0%
	$ 5,000 - $ 9,999	56.2%	25.0%	18.8%
	$10,000 - $14,999	59.3%	25.4%	15.3%
	$15,000 - $24,999	55.8%	30.2%	14.0%
	$25,000 and over	43.2%	27.0%	29.7%
TOTAL		54.0%	26.0%	20.0%

INTEREST IN PUBLIC ACCESS PROGRAMMING TYPES BY AGE CATEGORY, SEX, AND INCOME GROUP

2F

HOME SECURITY

		VERY INTERESTED	SOMEWHAT INTERESTED	NOT INTERESTED
AGE	18 - 24	61.0%	29.3%	9.8%
	25 - 34	54.1%	36.5%	9.4%
	35 - 54	59.8%	23.5%	16.7%
	55 - 64	48.7%	33.3%	17.9%
	65 and over	78.0%	14.6%	7.3%
SEX	Male	48.8%	31.4%	19.8%
	Female	64.2%	25.9%	9.9%
INCOME	$ 0 - $ 4,999	60.0%	20.0%	20.0%
	$ 5,000 - $ 9,999	78.1%	15.6%	6.3%
	$10,000 - $14,999	55.9%	32.2%	11.9%
	$15,000 - $24,999	55.8%	36.0%	8.1%
	$25,000 and over	56.8%	24.3%	18.9%
TOTAL		59.7%	27.7%	12.7%

INTEREST IN PUBLIC ACCESS PROGRAMMING TYPES BY AGE CATEGORY, SEX, AND INCOME GROUP

2G

CHILD PSYCHOLOGY

		VERY INTERESTED	SOMEWHAT INTERESTED	NOT INTERESTED
AGE	18 - 24	56.1%	29.3%	14.6%
	25 - 34	50.0%	32.4%	17.6%
	35 - 54	41.2%	32.4%	26.5%
	55 - 64	12.8%	28.2%	59.0%
	65 and over	17.1%	17.1%	65.9%
SEX	Male	25.6%	32.6%	41.9%
	Female	43.4%	27.8%	28.8%
INCOME	$ 0 - $ 4,999	30.0%	20.0%	50.0%
	$ 5,000 - $ 9,999	40.6%	28.1%	31.1%
	$10,000 - $14,999	42.4%	30.5%	27.1%
	$15,000 - $24,999	43.0%	32.6%	24.4%
	$25,000 and over	35.1%	35.1%	29.7%
TOTAL		38.3%	29.0%	32.7%

INTEREST IN PUBLIC ACCESS PROGRAMMING TYPES BY AGE CATEGORY, SEX, AND INCOME GROUP

2H

GARDENING

		VERY INTERESTED	SOMEWHAT INTERESTED	NOT INTERESTED
AGE	18 - 24	34.1%	39.0%	26.8%
	25 - 34	37.8%	52.7%	9.5%
	35 - 54	36.3%	37.3%	26.5%
	55 - 64	41.0%	35.9%	23.1%
	65 and over	24.4%	34.1%	41.5%
SEX	Male	31.4%	37.2%	31.4%
	Female	36.2%	42.0%	21.7%
INCOME	$ 0 - $ 4,999	30.0%	20.0%	50.0%
	$ 5,000 - $ 9,999	40.6%	40.6%	18.7%
	$10,000 - $14,999	30.5%	55.9%	13.6%
	$15,000 - $24,999	33.7%	46.5%	19.8%
	$25,000 and over	32.4%	43.2%	24.3%
TOTAL		35.0%	40.7%	24.3%

VI.

EDUCATIONAL ACCESS

A list of nine educational access program types (see Table 3) was presented to respondents as a representative sample of eventual programs which might be offered to the Fort Wayne community on the cable television system.

While the majority of respondents was not interested, a substantial minority of viewers indicated preference for most of these program types. In four cases, PTA meetings, school graduation activities, high school equivalency courses, and television production workshops, a majority of respondents indicated that they were not interested in these program types.

The questionnaire was designed to include various education program types which would be broken down generically into self-improvement and passive involvement types. The passive involvement group included PTA meetings and school graduation activities, which ranked eighth and ninth respectively among the polled residents of the community.

The greatest interest was expressed in the self-improvement category. Use of the public library and university lectures interested most members of the community. The responses to this category of questions were broken down by demographic segments to determine whether or not particular groups were more interested than the initial tallies indicated. It was again found that females had higher percentages of the very interested

than the males, in most cases. The age variable seemed to peak the very interested percentage in the 25 years to 54 years age groups, with some key exceptions. Those over 65 seemed very interested in Religious Instruction, while those between 18 and 24 are very interested in University Lectures and Job Workshops. The income groups between $5,000 and $15,000 are those who appear very interested, that is, with the exception of Religious Instruction. Here 60% of those who make less than $5,000 are very interested.

Extrapolating from this data, there seems to be a group of elder poor who would like to have Religious Instruction.

The general consensus with respect to the interpretation of these data on educational public access was that there is a substantial degree of interest by residents in individual program types. Educational access would seem to be best-directed if built upon a foundation of personal improvement and self-help, in such cases as religious instruction.

The data on the following page describe the interest level of respondents for each educational access program type.

TABLE 3

EDUCATIONAL ACCESS PROGRAMMING

PROGRAM TYPE	VERY INTERESTED	SOMEWHAT INTERESTED	NOT INTERESTED	TOTAL RESPONDENTS
Use of the Public Library	36.3%	33.7%	30.0%	300
University Lectures	34.1%	29.1%	36.8%	299
Religious Instruction	27.1%	35.1%	37.8%	299
Foreign Language Instruction	24.0%	27.3%	48.7%	300
Job Workshop	23.3%	28.7%	48.0%	300
High School Equivalency Courses	19.7%	24.3%	56.0%	300
Television Production Workshops	17.7%	30.7%	51.7%	300
PTA Meetings	12.3%	28.0%	59.7%	300
School Graduation Activities	11.3%	22.7%	66.0%	300

INTEREST IN EDUCATIONAL ACCESS PROGRAMMING TYPES BY AGE CATEGORY, SEX, AND INCOME GROUP

3A

HIGH SCHOOL EQUIVALENCY COURSES

		VERY INTERESTED	SOMEWHAT INTERESTED	NOT INTERESTED
AGE	18 - 24	29.3%	31.1%	36.6%
	25 - 34	17.6%	28.4%	54.1%
	35 - 54	22.6%	31.4%	46.1%
	55 - 64	12.8%	2.7%	84.6%
	65 and over	14.6%	9.8%	75.6%
SEX	Male	15.1%	19.8%	65.1%
	Female	21.7%	25.9%	52.4%
INCOME	$ 0 - $ 4,999	10.0%	10.0%	80.0%
	$ 5,000 - $ 9,999	25.0%	18.8%	56.3%
	$10,000 - $14,999	25.4%	15.3%	59.3%
	$15,000 - $24,999	14.0%	32.6%	53.5%
	$25,000 and over	32.4%	13.5%	54.1%
TOTAL		19.7%	24.3%	56.0%

INTEREST IN EDUCATIONAL ACCESS PROGRAMMING TYPES BY AGE CATEGORY, SEX, AND INCOME GROUP

3B

JOB WORKSHOPS

		VERY INTERESTED	SOMEWHAT INTERESTED	NOT INTERESTED
AGE	18 - 24	31.7%	34.1%	34.1%
	25 - 34	25.7%	35.1%	39.2%
	35 - 54	28.4%	30.4%	41.2%
	55 - 64	12.8%	12.8%	74.4%
	65 and over	9.8%	19.5%	70.7%
SEX	Male	19.8%	25.6%	54.7%
	Female	24.5%	30.2%	45.3%
INCOME	$ 0 - $ 4,999	20.0%	20.0%	60.0%
	$ 5,000 - $ 9,999	28.1%	25.0%	46.9%
	$10,000 - $14,999	28.8%	25.4%	45.8%
	$15,000 - $24,999	23.3%	29.1%	47.7%
	$25,000 and over	21.6%	29.7%	48.6%
TOTAL		23.3%	28.7%	48.0%

INTEREST IN EDUCATIONAL ACCESS PROGRAMMING TYPES BY AGE CATEGORY, SEX, AND INCOME GROUP

3C

USE OF THE PUBLIC LIBRARY

		VERY INTERESTED	SOMEWHAT INTERESTED	NOT INTERESTED
AGE	18 - 24	36.6%	36.6%	26.8%
	25 - 34	39.2%	35.1%	25.7%
	35 - 54	35.3%	36.3%	28.4%
	55 - 64	20.5%	30.8%	48.7%
	65 and over	17.5%	12.5%	70.0%
SEX	Male	27.9%	37.2%	34.9%
	Female	39.6%	32.5%	27.8%
INCOME	$ 0 - $ 4,999	30.0%	10.0%	60.0%
	$ 5,000 - $ 9,999	34.4%	28.1%	37.5%
	$10,000 - $14,999	39.0%	35.6%	25.4%
	$15,000 - $24,999	33.7%	44.2%	22.1%
	$25,000 and over	37.8%	40.5%	21.6%
TOTAL		36.3%	33.7%	30.0%

INTEREST IN EDUCATIONAL ACCESS PROGRAMMING TYPES BY AGE CATEGORY, SEX, AND INCOME GROUP

3D

UNIVERSITY LECTURES

		VERY INTERESTED	SOMEWHAT INTERESTED	NOT INTERESTED
AGE	18 - 24	43.9%	22.0%	34.1%
	25 - 34	43.2%	31.1%	25.7%
	35 - 54	35.3%	36.3%	28.4%
	55 - 64	20.5%	30.8%	48.7%
	65 and over	17.5%	12.5%	70.3%
SEX	Male	25.6%	29.1%	45.3%
	Female	37.9%	28.9%	33.2%
INCOME	$ 0 - $ 4,999	22.2%	11.1%	66.7%
	$ 5,000 - $ 9,999	40.6%	21.9%	37.5%
	$10,000 - $14,999	32.2%	37.3%	30.5%
	$15,000 - $24,999	39.5%	22.1%	38.4%
	$25,000 and over	45.9%	37.8%	16.2%
TOTAL		34.1%	29.1%	36.8%

INTEREST IN EDUCATIONAL ACCESS PROGRAMMING TYPES BY AGE CATEGORY, SEX, AND INCOME GROUP

3E

PTA MEETINGS

		VERY INTERESTED	SOMEWHAT INTERESTED	NOT INTERESTED
AGE	18 - 24	12.2%	19.5%	68.3%
	25 - 34	14.9%	41.9%	43.2%
	35 - 54	14.7%	36.3%	49.0%
	55 - 64	5.1%	10.2%	84.6%
	65 and over	9.8%	4.9%	85.4%
SEX	Male	10.5%	18.6%	70.9%
	Female	13.2%	32.1%	54.7%
INCOME	$ 0 - $ 4,999	20.0%	10.1%	70.0%
	$ 5,000 - $ 9,999	28.1%	12.5%	59.4%
	$10,000 - $14,999	13.6%	33.9%	52.5%
	$15,000 - $24,999	10.5%	30.2%	59.3%
	$25,000 and over	13.5%	32.4%	54.1%
TOTAL		12.3%	28.0%	59.7%

INTEREST IN EDUCATIONAL ACCESS PROGRAMMING TYPES BY AGE CATEGORY, SEX, AND INCOME GROUP

3F

SCHOOL GRADUATION ACTIVITIES

		VERY INTERESTED	SOMEWHAT INTERESTED	NOT INTERESTED
AGE	18 - 24	14.6%	19.5%	65.9%
	25 - 34	6.8%	36.5%	60.8%
	35 - 54	15.9%	26.5%	57.8%
	55 - 64	5.1%	12.8%	82.5%
	65 and over	12.2%	7.3%	80.5%
SEX	Male	12.8%	17.4%	69.8%
	Female	10.8%	24.5%	64.6%
INCOME	$ 0 - $ 4,999	10.0%	20.0%	70.0%
	$ 5,000 - $ 9,999	31.2%	12.5%	56.3%
	$10,000 - $14,999	15.3%	27.1%	57.6%
	$15,000 - $24,999	5.8%	25.6%	68.6%
	$25,000 and over	10.8%	18.9%	70.3%
TOTAL		11.3%	22.7%	66.0%

INTEREST IN EDUCATIONAL ACCESS PROGRAMMING TYPES BY AGE CATEGORY, SEX, AND INCOME GROUP

3G

TELEVISION PRODUCTION WORKSHOP

		VERY INTERESTED	SOMEWHAT INTERESTED	NOT INTERESTED
AGE	18 - 24	9.8%	31.7%	58.5%
	25 - 34	17.6%	36.2%	43.2%
	35 - 54	22.5%	32.4%	45.1%
	55 - 64	12.8%	20.5%	6.7%
	65 and over	19.5%	19.5%	61.0%
SEX	Male	12.8%	24.4%	62.8%
	Female	19.8%	33.0%	47.2%
INCOME	$ 0 - $ 4,999	10.0%	20.0%	70.0%
	$ 5,000 - $ 9,999	34.8%	25.0%	40.6%
	$10,000 - $14,999	18.6%	33.9%	47.5%
	$15,000 - $24,999	12.8%	33.7%	53.5%
	$25,000 and over	13.5%	27.0%	59.5%
TOTAL		17.7%	30.7%	51.7%

INTEREST IN EDUCATIONAL ACCESS PROGRAMMING TYPES BY AGE CATEGORY, SEX, AND INCOME GROUP

3H

FOREIGN LANGUAGE INSTRUCTION

		VERY INTERESTED	SOMEWHAT INTERESTED	NOT INTERESTED
AGE	18 - 24	26.8%	22.0%	51.2%
	25 - 34	28.4%	36.5%	35.1%
	35 - 54	27.5%	38.2%	34.3%
	55 - 64	17.9%	10.3%	71.8%
	65 and over	12.2%	4.9%	82.9%
SEX	Male	20.9%	20.9%	58.1%
	Female	25.5%	30.2%	44.3%
INCOME	$ 0 - $ 4,999	0.0%	10.0%	90.0%
	$ 5,000 - $ 9,999	28.1%	18.8%	53.1%
	$10,000 - $14,999	22.0%	30.5%	47.5%
	$15,000 - $24,999	20.9%	34.9%	44.2%
	$25,000 and over	40.5%	24.3%	35.1%
TOTAL		24.0%	27.3%	48.7%

INTEREST IN EDUCATIONAL ACCESS PROGRAMMING TYPES BY AGE CATEGORY, SEX, AND INCOME GROUP

3I

RELIGIOUS INSTRUCTION

		VERY INTERESTED	SOMEWHAT INTERESTED	NOT INTERESTED
AGE	18 - 24	17.1%	36.6%	46.3%
	25 - 34	28.4%	44.6%	27.0%
	35 - 54	28.7%	35.6%	35.6%
	55 - 64	20.5%	33.3%	46.2%
	65 and over	36.6%	14.6%	48.8%
SEX	Male	24.4%	36.0%	39.5%
	Female	28.4%	35.0%	36.5%
INCOME	$ 0 - $ 4,999	60.0%	10.0%	30.0%
	$ 5,000 - $ 9,999	28.1%	46.9%	25.0%
	$10,000 - $14,999	33.9%	37.3%	28.8%
	$15,000 - $24,999	20.9%	39.5%	39.5%
	$25,000 and over	18.9%	40.5%	40.5%
TOTAL		21.7%	35.1%	37.8%

VII.

LIVE PRESENTATION MATERIAL

In many communities served by ATC, a substantial proportion of local origination and access programming has been directed at covering live community events.

This same opportunity exists for residents of Fort Wayne. For instance, the government process can literally be brought into the living rooms of interested persons via municipal access. People who are immobile or otherwise handicapped can observe the proceedings and be more informed members of society.

Respondents were queried on their level of interest in seven live program types (see Table 4) which may be made available to Fort Wayne residents. These ranged from government proceedings to cultural events.

Most interest was expressed for musical productions, museum tours, and local sporting events. Each of these received a "very interested" rating by over 40% of the respondents. In fact, 57% of the respondents indicated that they were very interested in musical productions.

It is interesting to note that the least interest was expressed in City Council meetings and political debates. It is hypothesized that this might exist because of the mystery of

these proceedings in the average household. All other categories mentioned are very familiar to most American consumers.

Municipal access programming would give the people a chance to get involved with their government. Bringing it out of City Hall and into the living room might result in a much more interested local populace and this can only serve to benefit the community as a whole.

When the data was broken down by its demographics, it was found that the female was more interested in the areas of Art Presentations, Musical Productions, Museum Tours, and Local Drama Presentations than the male. However, the males were more interested in the political areas such as Courtroom Proceedings, and City Council Meetings than the females.

The same type of dicotomy was found when the age factor was studied. The older groups were very interested in the art-related program types, while the younger age groups said that the current event program types were very interesting to them.

The income breakdown provides some variations. While at first one may believe that those households who make over $15,000 are those who find live material presentations very interesting, there is no real borderline like that in Local Sporting Events, where most income groups find the program types very interesting. Also, while those who make over $15,000 find Local Dramatic Productions very interesting, so does another group who makes less than $5,000. Thus two different community groups in Fort

Wayne find a need for this particular program type. (See Tables 4A through 4H).

The table on the next page will give a breakdown of the responses to each category of programs.

TABLE 4

LIVE PRESENTATION MATERIAL

PROGRAM TYPE	VERY INTERESTED	SOMEWHAT INTERESTED	NOT INTERESTED	TOTAL RESPONDENTS
Musical Productions	57.0%	28.7%	14.3%	300
Local Sporting Events	52.3%	28.0%	19.7%	300
Museum Tours	40.3%	35.7%	24.0%	300
Art Presentations	39.3%	29.7%	31.0%	300
Local Dramatic Productions	30.7%	38.0%	31.3%	300
Courtroom Proceedings	30.0%	40.7%	29.3%	300
City Council Meetings	27.7%	41.7%	30.7%	300
Political Debates	23.0%	41.7%	35.3%	300

INTEREST IN LIVE PRESENTATION MATERIAL TYPES BY

AGE CATEGORY, SEX, AND INCOME GROUP

4A

MUSICAL PRODUCTIONS

		VERY INTERESTED	SOMEWHAT INTERESTED	NOT INTERESTED
AGE	18 - 24	48.8%	29.3%	22.0%
	25 - 34	45.9%	41.9%	12.2%
	35 - 54	59.8%	26.5%	13.7%
	55 - 64	71.8%	20.5%	7.7%
	65 and over	63.4%	12.1%	19.5%
SEX	Male	48.8%	29.1%	22.1%
	Female	60.4%	28.3%	11.3%
INCOME	$ 0 - $ 4,999	40.0%	20.0%	40.0%
	$ 5,000 - $ 9,999	46.9%	31.2%	21.9%
	$10,000 - $14,999	50.8%	45.8%	3.4%
	$15,000 - $24,999	60.5%	22.1%	17.4%
	$25,000 and over	59.5%	35.1%	5.4%
TOTAL		57.0%	28.7%	14.3%

INTEREST IN LIVE PRESENTATION MATERIAL TYPES BY

AGE CATEGORY, SEX, AND INCOME GROUP

4B

MUSEUM TOURS

		VERY INTERESTED	SOMEWHAT INTERESTED	NOT INTERESTED
AGE	18 - 24	24.4%	46.3%	29.3%
	25 - 34	41.9%	40.5%	17.6%
	35 - 54	40.2%	34.3%	25.5%
	55 - 64	56.4%	25.6%	17.9%
	65 and over	36.6%	31.7%	31.7%
SEX	Male	33.7%	30.2%	36.0%
	Female	43.4%	37.3%	19.3%
INCOME	$ 0 - $ 4,999	30.0%	20.0%	50.0%
	$ 5,000 - $ 9,999	25.0%	50.0%	25.0%
	$10,000 - $14,999	35.6%	42.4%	22.0%
	$15,000 - $24,999	48.8%	31.4%	19.8%
	$25,000 and over	35.1%	37.8%	27.0%
TOTAL		40.3%	35.7%	24.0%

INTEREST IN LIVE PRESENTATION MATERIAL TYPES BY

AGE CATEGORY, SEX, AND INCOME GROUP

4C

ART PRESENTATIONS

		VERY INTERESTED	SOMEWHAT INTERESTED	NOT INTERESTED
AGE	18 - 24	41.5%	24.4%	34.1%
	25 - 34	37.8%	36.5%	25.7%
	35 - 54	41.2%	31.4%	27.5%
	55 - 64	51.3%	25.6%	23.1%
	65 and over	24.4%	22.0%	53.7%
SEX	Male	26.7%	27.9%	45.3%
	Female	44.8%	29.7%	25.5%
INCOME	$ 0 - $ 4,999	30.0%	10.0%	60.0%
	$ 5,000 - $ 9,999	34.4%	31.2%	34.4%
	$10,000 - $14,999	39.0%	30.5%	30.5%
	$15,000 - $24,999	43.0%	36.0%	20.9%
	$25,000 and over	43.2%	35.1%	21.6%
TOTAL		39.3%	29.7%	31.0%

INTEREST IN LIVE PRESENTATION MATERIAL TYPES BY

AGE CATEGORY, SEX, AND INCOME GROUP

4D

LOCAL SPORTING EVENTS

		VERY INTERESTED	SOMEWHAT INTERESTED	NOT INTERESTED
AGE	18 - 24	51.2%	29.3%	19.5%
	25 - 34	50.0%	39.2%	10.8%
	35 - 54	61.8%	27.5%	10.8%
	55 - 64	41.0%	28.2%	30.7%
	65 and over	46.3%	7.3%	46.3%
SEX	Male	59.3%	29.1%	11.6%
	Female	49.5%	27.8%	22.6%
INCOME	$ 0 - $ 4,999	20.0%	20.0%	60.0%
	$ 5,000 - $ 9,999	62.5%	9.4%	28.1%
	$10,000 - $14,999	55.9%	33.9%	10.2%
	$15,000 - $24,999	54.7%	34.9%	10.5%
	$25,000 and over	59.5%	27.0%	13.5%
TOTAL		52.3%	28.0%	19.7%

INTEREST IN LIVE PRESENTATION MATERIAL TYPES BY

AGE CATEGORY, SEX, AND INCOME GROUP

4E

CITY COUNCIL MEETINGS

		VERY INTERESTED	SOMEWHAT INTERESTED	NOT INTERESTED
AGE	18 - 24	24.4%	34.1%	41.5%
	25 - 34	24.3%	48.6%	27.0%
	35 - 54	35.3%	41.2%	23.5%
	55 - 64	25.6%	41.0%	33.3%
	65 and over	19.5%	39.0%	41.5%
SEX	Male	30.2%	38.4%	31.4%
	Female	26.9%	42.5%	12.7%
INCOME	$ 0 - $ 4,999	10.0%	20.0%	70.0%
	$ 5,000 - $ 9,999	21.9%	37.5%	40.6%
	$10,000 - $14,999	16.9%	57.6%	25.4%
	$15,000 - $24,999	31.4%	37.2%	31.4%
	$25,000 and over	48.6%	37.8%	13.5%
TOTAL		27.7%	41.7%	30.7%

INTEREST IN LIVE PRESENTATION MATERIAL TYPES BY AGE CATEGORY, SEX, AND INCOME GROUP

4F

LOCAL DRAMATIC PRODUCTIONS

		VERY INTERESTED	SOMEWHAT INTERESTED	NOT INTERESTED
AGE	18 - 24	22.0%	43.9%	34.1%
	25 - 34	28.4%	45.9%	25.7%
	35 - 54	37.3%	40.2%	22.5%
	55 - 64	30.8%	30.8%	38.5%
	65 and over	24.4%	22.0%	53.7%
SEX	Male	17.4%	32.6%	50.0%
	Female	36.3%	39.6%	24.1%
INCOME	$ 0 - $ 4,999	40.0%	20.0%	40.0%
	$ 5,000 - $ 9,999	21.9%	56.2%	21.9%
	$10,000 - $14,999	25.4%	47.5%	27.1%
	$15,000 - $24,999	39.5%	32.6%	27.9%
	$25,000 and over	24.3%	56.8%	18.9%
TOTAL		30.7%	38.0%	31.3%

INTEREST IN LIVE PRESENTATION MATERIAL TYPES BY

AGE CATEGORY, SEX, AND INCOME GROUP

4G

COURTROOM PROCEEDINGS

		VERY INTERESTED	SOMEWHAT INTERESTED	NOT INTERESTED
AGE	18 - 24	34.1%	39.0%	26.8%
	25 - 34	28.4%	48.6%	23.0%
	35 - 54	33.3%	45.1%	21.6%
	55 - 64	28.2%	38.5%	33.3%
	65 and over	24.4%	17.1%	61.0%
SEX	Male	32.6%	36.0%	31.4%
	Female	29.2%	42.5%	28.3%
INCOME	$ 0 - $ 4,999	20.0%	30.0%	50.0%
	$ 5,000 - $ 9,999	28.1%	40.6%	23.8%
	$10,000 - $14,999	28.8%	47.5%	23.7%
	$15,000 - $24,999	25.6%	51.2%	23.3%
	$25,000 and over	43.2%	35.1%	21.6%
TOTAL		30.0%	40.7%	29.3%

INTEREST IN LIVE PRESENTATION MATERIAL TYPES BY

AGE CATEGORY, SEX, AND INCOME GROUP

4H

POLITICAL DEBATES

		VERY INTERESTED	SOMEWHAT INTERESTED	NOT INTERESTED
AGE	18 - 24	22.0%	46.3%	31.7%
	25 - 34	28.4%	44.6%	27.0%
	35 - 54	22.5%	47.1%	30.4%
	55 - 64	23.1%	28.2%	48.7%
	65 and over	14.6%	29.3%	56.1%
SEX	Male	24.4%	40.7%	34.9%
	Female	22.2%	42.5%	35.4%
INCOME	$ 0 - $ 4,999	20.0%	10.0%	70.0%
	$ 5,000 - $ 9,999	15.6%	45.9%	37.5%
	$10,000 - $14,999	15.7%	48.6%	23.7%
	$15,000 - $24,999	19.8%	46.5%	33.7%
	$25,000 and over	40.5%	45.9%	13.5%
TOTAL		30.0%	40.7%	29.3%

VIII.

ADDITIONAL ACCESS TOPICS

Consumers were asked to suggest other topics for access consideration which were not specifically mentioned in the telephone questionnaire. 9.9% replied with a suggestion and these have been accumulated and listed below. Some of the topics indicate that there is a certain amount of confusion between shows typically aired via private access (the broadcast media) versus public access. Many individuals made excellent suggestions and it is recommended that local management for the cablevision system include these topics in their thinking when they are trying to structure an access lineup:

- Music (5)
- Children's Show (3)
- Car Servicing (2)
- Movies (2)
- Outdoors (2)
- Sewing, Needlecraft, etc (2)
- Sporting Events (2)
- All Night TV
- Animal Shows
- Astrology
- Book Reviews
- Consumer Interest
- Cooking
- Current Social Issues
- Dramatic Plays
- Educational News for School Kids
- Family Medicine
- First Aid
- Health
- Health Foods
- High School Students
- Historical Events
- Home Repair
- In Depth News Service
- Job Opportunities
- Learning Disabilities
- Mature Programming
- "Merv Griffin"
- "Not For Women Only"
- Nutrition
- Old Movies
- Pets
- Problems of World Today
- Religious
- Truth in Government
- Woodworking

(Number in parenthesis indicates the frequency of response for a particular suggested topic.)

IX.

PUBLIC ACCESS AND ITS BENEFIT TO GROUPS, SOCIETIES, AND LOCAL ORGANIZATIONS

ATC has found through experience that the most likely supporters and users of public access are those groups, societies and local organizations within a community which have already banded together to promulgate their particular views on certain issues. No matter whether the group exists to assist, inform, shelter or guide each other or others, public access programming is a wonderful forum for them to present their ideas.

The fact that they have already taken the time to form their organization means that they are serious individuals interested in a specific project. Experience has shown that these groups are most likely to be the first to use access facilities. When queried, 10% of the respondents to the questionnaire indicated that they were members of a group, society or organization that would wish to use cable television to communicate information to residents of the City of Fort Wayne. This is also high, given that only 30.9% of the respondents indicated knowledge of access prior to being interviewed.

	Yes	No	Don't Know	Maybe
Do you belong to any group, society, or organization that would have a desire to use cable television to communicate information to residents of the City of Fort Wayne?	10.0%	83.3%	4.0%	2.7%

A listing of the groups mentioned by respondents follows. It is expected that system access programming personnel will personnally contact each of these organizations to make them aware of this new opportunity in Fort Wayne when it is available. An examination of the list indicates that not all of the names are complete, but in many cases the idea behind the name is readily apparent.

Church Groups (8)
School Groups (2)
Allen County Bar Association
Alpha Kappa Alpha, Inc.
American Legion for Child Rehabilitation
Art League
Ballet Club
Cancer Society
Cosmotology Institute
Crippled Children Association
Embassy Theater Club Foundation
Fleet Reserve (Navy)
Fort Wayne Community Schools
Fort Wayne Ice Skating Club
Girl Scouts
Indiana Speech and Hearing Association
J.J.K. Corp. (Handicapped)
Microbiology Group
National Association of Power Engineers
North Side Community Association
Orchestra and Symphony
Randolph Institute (Political)
Southern Heights Theater Ensemble
Teachers Asscciation
Wilson Lodge
Women's Club

X.

COMPUTER GENERATED INFORMATION

While not typical access programming, American Cablevision of Fort Wayne decided to ascertain the level of interest in possible forms of computer generated information.

The company is prepared to offer various automated data channels on a 24-hour basis in Fort Wayne. The decision has already been made to include most of the services mentioned here. The primary purpose of asking questions regarding the level of interest on these services was to validate assumptions dealing with how well they would be received within the community. A secondary goal was to test for acceptance of other non-proposed services.

There was a tremendous range in the response to the various categories. The most popular data channels were the weather report (69.0%) and the newswire (55.0%).

The next tier of interest included the grocery pricing comparison, the community events schedule, and the sports wire. Extremely little interest was shown in the stock ticker.

The data are broken out in Table 5 on the following page.

TABLE 5

COMPUTER GENERATED INFORMATION SERVICE:

Data Channels	Very Interested	Somewhat Interested	Not Interested
Weather Report	69.0%	21.7%	9.3%
Newswire	55.0%	31.7%	13.3%
Sports Wire	44.3%	25.0%	30.7%
Grocery Pricing Comparison	41.3%	31.7%	27.0%
Community Events Schedule	36.0%	43.3%	20.7%
Stock Ticker	15.7%	26.0%	58.3%

XI.

FOREIGN LANGUAGE

All respondents were asked whether or not they would care to receive foreign language instruction via educational access programming. The overall level of interest in this subject was reported in the Educational Access section of this report.

In addition to what might be provided on an Educational or Public Access channel, it is entirely possible and desirable for American Cablevision of Fort Wayne to be looking for foreign language programming to put on either an access or local origination channel.

To determine what type of foreign language programming might be most widely accepted, we asked respondents whether anyone in their household speaks French, Italian, Spanish or any other language. French and Spanish are spoken in 12% of the households, with German being spoken in 9% of the households. Many other languages were spoken in the City of Fort Wayne, but none with the frequency of the three mentioned above. The following gives a list of these languages typically spoken in Fort Wayne.

FREQUENCY OF FOREIGN LANGUAGES SPOKEN BY FORT WAYNE RESIDENTS

	Number of Respondents	% of Total Respondents
French	36	12.0%
Spanish	36	12.0%
German	27	9.0%
Latin	3	1.0%
Russian	3	1.0%
Dutch	2	0.7%
Polish	2	0.7%
Bulgarian	1	0.3%
Italian	1	0.3%
Japanese	1	0.3%
Korean	1	0.3%
Scandanavian	1	0.3%
Swahili	1	0.3%
Swiss	1	0.3%
Vietnamese	1	0.3%

We asked whether or not anyone in the household would be interested in viewing foreign language programming and received a "yes" answer from 25.8%. An additional 12.9% indicated that they might be interested in this type of programming. This is an important statistic when one considers the typical broadcasting habits of network and major independent stations. Their race for high rating figures does not allow them to program for small market segments. This can be done by an interested and involved cable company to the substantial enjoyment of minority segments in Fort Wayne.

The survey also contained a question as to which language would the respondents like to see. 12.3% said Spanish and 10.7% said French. Other languages are found in the following table.

FREQUENCY OF FOREIGN LANGUAGES PROGRAM REQUESTS BY FORT WAYNE RESIDENTS

	Number of Respondents	% of Total Respondents
Spanish	37	12.3%
French	32	10.7%
German	22	7.3%
Russian	3	1.0%
Bulgarian	1	0.3%
Italian	1	0.3%
Korean	1	0.3%
Latin	1	0.3%
Polish	1	0.3%
Swahili	1	0.3%
Swedish	1	0.3%

XII.

CONCLUSION

A substantial interest was shown by residents of Fort Wayne in typical public, municipal and educational access program types. Despite a level of awareness of only 30.9%, respondents seemed to be interested in both producing and viewing this type of programming.

While people are used to looking at statistical reports for large majorities and clear cut preferences, it must be kept in mind that that is not the nature of public access programming. This form of presentation is normally used to satisfy the demands of an interested minority. While many topics would indeed be interesting to the majority of home-owners, usually smaller audiences are addressed.

The access process is a two-way affair where success can only be achieved if the community participates actively. It is the responsibility of American Cablevision of Fort Wayne to educate and generate interest in this process and to provide the encouragement, guidance, assistance and necessary financial support to ensure that this form of communication is created for the community.

From this research report, a plan can be developed from which the needs and demands voiced in this survey can be met.

This is the base upon which the public access programming effort will grow. Thie first step will be to identify those people that can physically help the program with their assistance in the production of TV programming. ATC has already and intends to continue to identify existing program sources and production resources.

The next step is to merge the efforts of these producers and suppliers with the most active civic groups to form a Community Video Advisory Board which, when organized, can forcefully present topics of interest to the community. A Community Video Workshop will be subsidiary to this Board, and will assist in actual training and utilization of the production and channel resources provided by the Cable TV system.

Once this is accomplished, it then becomes American Cablevision of Fort Wayne's responsibility to help promote what has been created. This should guarantee the broadest exposure possible to the point where other groups and individuals become interested enough to inquire about their own participation.

APPENDICES

APPENDIX A: Fort Wayne Market Study

APPENDIX B: Summary of Tabulated Responses

APPENDIX C: Demographic Summary of Responses

ATC - AMERICAN CABLEVISION OF FORT WAYNE, INCORPORATED

FORT WAYNE COMMUNITY ASCERTAINMENT STUDY

Phone number called _____

Date and time of call _____

Interviewers initials _____

Sex of respondent (circle) M F

READ ALL CAPITALIZED WORDS

HELLO MR. (MRS.) _____. I AM CALLING FROM THE MARILYN GARTON RESEARCH SERVICE. WE ARE CONDUCTING A SURVEY ON TELEVISION VIEWING PREFERENCES OF FORT WAYNE RESIDENTS. WE ARE NOT SELLING ANYTHING, ONLY TAKING A SURVEY, AND WOULD LIKE YOUR OPINIONS ON A FEW BRIEF QUESTIONS.

THE CITY OF FORT WAYNE IS IN THE PROCESS OF PREPARING TO HAVE CABLE TELEVISION INTRODUCED TO THE AREA. ONE OF THE MANY ADVANTAGES OF THIS SERVICE IS THAT IT MAKES MANY NEW AND UNIQUE TYPES OF TELEVISION PROGRAMMING AVAILABLE TO RESIDENTS OF THE COMMUNITY. YOUR ANSWERS TO THE FOLLOWING QUESTIONS WILL HELP TO ENSURE THAT THIS PROGRAMMING IS WHAT THE COMMUNITY WANTS.

1. FIRST, HOW MANY PERSONS ARE THERE IN YOUR HOUSEHOLD? _____

2. HOW MANY WORKING TV SETS ARE THERE IN YOUR HOUSEHOLD? _____

3. HAVE YOU EVER HEARD OF PUBLIC ACCESS PROGRAMMING?

Yes	No	Don't know
1	2	3

4. PUBLIC ACCESS PROGRAMMING ALLOWS ALL PERSONS AND ORGANIZATIONS THE CHANCE TO SHARE THEIR IDEAS WITH THE ENTIRE COMMUNITY VIA TELEVISION. I AM GOING TO READ YOU A LIST OF INFORMATION PROGRAMS THAT CAN BE OFFERED ON TELEVISION VIA PUBLIC ACCESS BROADCASTING. AFTER I READ EACH ONE, PLEASE TELL ME IF YOU AND OTHER MEMBERS OF YOUR FAMILY ARE:

   VERY INTERESTED IN THAT PROGRAMMING TYPE, OR
   SOMEWHAT INTERESTED IN THAT TYPE OF PROGRAM, OR,
   NOT INTERESTED AT ALL IN THAT PROGRAMMING TYPE.

HERE ARE THE PROGRAMS:

	Very Interested	Somewhat Interested	Not Interested
SENIOR CITIZEN HEALTH CLINICS	1	2	3
DRUG ABUSE INFORMATION	1	2	3
PREVENTATIVE MENTAL HYGIENE	1	2	3
BABY CARE	1	2	3
NUTRITIONAL GUIDELINES	1	2	3
HOME SECURITY	1	2	3
CHILD PSYCHOLOGY	1	2	3
GARDENING	1	2	3

5. I WILL NOW READ YOU A LIST OF PROGRAM TYPES RELATING TO EDUCATION. AGAIN, PLEASE INDICATE WHETHER YOU WOULD BE VERY INTERESTED, SOMEWHAT INTERESTED, OR NOT INTERESTED AT ALL IN THE TYPE OF PROGRAMMING SPECIFIED:

	Very Interested	Somewhat Interested	Not Interested
HIGH SCHOOL EQUIVALENCY COURSES	1	2	3
JOB WORKSHOPS	1	2	3
USE OF THE PUBLIC LIBRARY	1	2	3
UNIVERSITY LECTURES	1	2	3
PTA MEETINGS	1	2	3
SCHOOL GRADUATION ACTIVITIES	1	2	3
TELEVISION PRODUCTION WORKSHOP	1	2	3
FOREIGN LANGUAGE INSTRUCTION	1	2	3
RELIGIOUS INSTRUCTION	1	2	3

6. THIS NEXT LIST WILL MENTION TYPES OF LIVE ACTIVITIES THAT YOU COULD VIEW ON TELEVISION. PLEASE INDICATE YOUR LEVEL OF INTEREST AFTER I READ EACH ITEM:

	Very Interested	Somewhat Interested	Not Interested
MUSICAL PRODUCTIONS	1	2	3
MUSEUM TOURS	1	2	3
ART PRESENTATIONS	1	2	3
LOCAL SPORTING EVENTS	1	2	3
CITY COUNCIL MEETINGS	1	2	3
LOCAL DRAMATIC PRODUCTIONS	1	2	3
COURTOOM PROCEEDINGS	1	2	3
POLITICAL DEBATES	1	2	3

7. WOULD YOU OR YOUR FAMILY BE INTERESTED IN WORKING TO PRODUCE A PUBLIC ACCESS PROGRAM? (Circle)

Yes	Maybe	No	Don't Know
1	2	3	4

8. DO YOU THINK THAT YOU OR OTHER MEMBERS OF YOUR FAMILY WOULD WATCH VARIOUS PUBLIC ACCESS PROGRAMS? (Circle)

Yes	Maybe	No	Don't Know
1	2	3	4

9a. CAN YOU THINK OF ANY OTHER TOPICS THAT I HAVEN'T MENTIONED THAT YOU WOULD LIKE TO SEE ON PUBLIC ACCESS? (Circle)

Yes	Maybe	No	Don't Know
1	2	3	4

9b. IF YES, WHICH ONE(S)?

_____

_____

10a. DO YOU BELONG TO ANY GROUP, SOCIETY, OR ORGANIZATION THAT WOULD HAVE A DESIRE TO USE CABLE TELEVISION TO COMMUNICATE INFORMATION TO RESIDENTS OF THE CITY OF FORT WAYNE? (Circle)

Yes	Maybe	No	Don't Know
1	2	3	4

10b. IF YES, WHICH ONE(S)?

_____

_____

_____

_____

11. THIS NEW SERVICE CAN ALSO PROVIDE A CONSTANT STREAM OF COMPUTER GENERATED INFORMATION 24-HOURS A DAY. I WILL READ YOU A LIST OF THE TYPES OF SERVICE AVAILABLE AND WOULD LIKE YOU TO INDICATE HOW INTERESTED YOU AND YOUR FAMILY MIGHT BE IN EACH OF THEM. ARE YOU VERY INTERESTED, SOMEWHAT INTERESTED, OR NOT INTERESTED IN THE FOLLOWING?

	Very Interested	Somewhat Interested	Not Interested
NEWSWIRE	1	2	3
COMMUNITY EVENT SCHEDULE	1	2	3
WEATHER REPORT	1	2	3
STOCK TICKER	1	2	3
SPORTS WIRE	1	2	3
GROCERY PRICING COMPARISON	1	2	3

12. THANK YOU. NOW JUST A FEW MORE QUESTIONS TO HELP US CLASSIFY YOUR ANSWERS WITH THE OTHERS IN THE SURVEY.

A. DO YOU OWN OR RENT YOUR RESIDENCE?

Own----------1

Rent----------2

Other----------3

Refuse----------4

B. DOES ANYONE IN YOUR HOUSEHOLD SPEAK ANY OF THE FOLLOWING FOREIGN LANGUAGES?

FRENCH---------Yes...1 No...2

ITALIAN--------Yes...1 No...2

SPANISH--------Yes...1 No...2

OTHER ---------Yes...1 No...2

Specify:_____

_____

_____

C. WOULD ANYONE IN YOUR HOUSEHOLD BE INTERESTED IN VIEWING FOREIGN LANGUAGE PROGRAMMING?

Yes	No	Maybe
1	2	3

IF YES, WHICH LANGUAGE?

_____

D. I AM GOING TO READ YOU A LIST OF CATEGORIES. WOULD YOU PLEASE TELL ME WHICH OF THESE CATEGORIES INCLUDES YOUR AGE (go right on, pause briefly between categories). (Circle)

Under 18----------1

18 to 24----------2

25 to 34----------3

35 to 54----------4

55 to 64----------5

65 and over---------6

refused----------7

E. FINALLY, I AM GOING TO READ YOU ANOTHER SET OF CATEGORIES. WOULD YOU PLEASE TELL ME WHICH OF THESE CATEGORIES BEST FITS YOUR TOTAL ANNUAL HOUSEHOLD INCOME (go right on, pause briefly between the categories). (Circle)

THE CATEGORIES ARE:

0 to $4,999----------1

$5,000 to $9,999----------2

$10,000 to $14,999----------3

$15,000 to $24,999----------4

$25,000 and over----------5

Don't know----------6

Refused----------7

THANK YOU VERY MUCH!

AMERICAN TELEVISION CORPORATION
FORTWAYNE ASCERTAINMENT STUDY
SEPT 1977

QUESTION ASKED	RESPONDED ONE	TWO	THREE	FOUR	FIVE	SIX	SEVEN	EIGHT	NINE	TEN	TOTAL
1 MALE/FEMALE	86	212	0	0	0	0	0	0	0	0	298
1 PERCENTAGE OF TOTAL	.289	.711	.000	.000	.000	.000	.000	.000	.000	.000	
2 NUMBER OF PERSONS	21	96	48	68	43	20	4	0	0	0	300
2 PERCENTAGE OF TOTAL	.070	.320	.160	.227	.143	.067	.013	.000	.000	.000	
3 NUMBER OF T.V. SETS	135	106	40	13	4	0	1	0	0	0	299
3 PERCENTAGE OF TOTAL	.452	.355	.134	.043	.013	.000	.003	.000	.000	.000	
4 HEARD OF P.A.P.?	92	177	29	0	0	0	0	0	0	0	298
4 PERCENTAGE OF TOTAL	.309	.594	.097	.000	.000	.000	.000	.000	.000	.000	
5 SENIOR CITIZEN HEALTH	54	120	124	0	0	0	0	0	0	0	298
5 PERCENTAGE OF TOTAL	.181	.403	.416	.000	.000	.000	.000	.000	.000	.000	
6 DRUG ABUSE	114	111	75	0	0	0	0	0	0	0	300
6 PERCENTAGE OF TOTAL	.380	.370	.250	.000	.000	.000	.000	.000	.000	.000	
7 MENTAL HYGIENE	119	111	69	0	0	0	0	0	0	0	299
7 PERCENTAGE OF TOTAL	.398	.371	.231	.000	.000	.000	.000	.000	.000	.000	
8 BABY CARE	74	62	163	0	0	0	0	0	0	0	299
8 PERCENTAGE OF TOTAL	.247	.207	.545	.000	.000	.000	.000	.000	.000	.000	
9 NUTRITION GUIDE	162	78	60	0	0	0	0	0	0	0	300
9 PERCENTAGE OF TOTAL	.540	.260	.200	.000	.000	.000	.000	.000	.000	.000	
10 HOME SECURITY	179	83	38	0	0	0	0	0	0	0	300
10 PERCENTAGE OF TOTAL	.597	.277	.127	.000	.000	.000	.000	.000	.000	.000	
11 CHILD PSYCHOLOGY	115	87	98	0	0	0	0	0	0	0	300
11 PERCENTAGE OF TOTAL	.383	.290	.327	.000	.000	.000	.000	.000	.000	.000	
12 GARDENING	105	122	73	0	0	0	0	0	0	0	300
12 PERCENTAGE OF TOTAL	.350	.407	.243	.000	.000	.000	.000	.000	.000	.000	
13 HIGH SCHOOL COURSES	59	73	168	0	0	0	0	0	0	0	300
13 PERCENTAGE OF TOTAL	.197	.243	.560	.000	.000	.000	.000	.000	.000	.000	

AMERICAN TELEVISION CORPORATION
FORTWAYNE ASCERTAINMENT STUDY
SEPT 1977

QUESTION ASKED		RESPONDED ONE	TWO	THREE	FOUR	FIVE	SIX	SEVEN	EIGHT	NINE	TEN	TOTAL
14	JOB WORKSHOPS	70	86	144	0	0	0	0	0	0	0	300
	14 PERCENTAGE OF TOTAL	.233	.287	.480	.000	.000	.000	.000	.000	.000	.000	
15	USE OF LIBRARY	109	101	90	0	0	0	0	0	0	0	300
	15 PERCENTAGE OF TOTAL	.363	.337	.300	.000	.000	.000	.000	.000	.000	.000	
16	UNIVERSITY LECTURES	102	87	110	0	0	0	0	0	0	0	299
	16 PERCENTAGE OF TOTAL	.341	.291	.368	.000	.000	.000	.000	.000	.000	.000	
17	PTA MEETINGS	37	84	179	0	0	0	0	0	0	0	300
	17 PERCENTAGE OF TOTAL	.123	.280	.597	.000	.000	.000	.000	.000	.000	.000	
18	GRADUATION ACTIVITIES	34	68	198	0	0	0	0	0	0	0	300
	18 PERCENTAGE OF TOTAL	.113	.227	.660	.000	.000	.000	.000	.000	.000	.000	
19	TV PRODUCTION	53	92	155	0	0	0	0	0	0	0	300
	19 PERCENTAGE OF TOTAL	.177	.307	.517	.000	.000	.000	.000	.000	.000	.000	
20	FOREIGN LANGUAGE INSTRUATION	72	82	146	0	0	0	0	0	0	0	300
	20 PERCENTAGE OF TOTAL	.240	.273	.487	.000	.000	.000	.000	.000	.000	.000	
21	RELIGIOUS INSTRUCTION	81	105	113	0	0	0	0	0	0	0	299
	21 PERCENTAGE OF TOTAL	.271	.351	.378	.000	.000	.000	.000	.000	.000	.000	
22	MUSICAL PRODUCTIONS	171	86	43	0	0	0	0	0	0	0	300
	22 PERCENTAGE OF TOTAL	.570	.287	.143	.000	.000	.000	.000	.000	.000	.000	
23	MUSEUM TOURS	121	107	72	0	0	0	0	0	0	0	300
	23 PERCENTAGE OF TOTAL	.403	.357	.240	.000	.000	.000	.000	.000	.000	.000	
24	ART PRESENTATIONS	118	89	93	0	0	0	0	0	0	0	300
	24 PERCENTAGE OF TOTAL	.393	.297	.310	.000	.000	.000	.000	.000	.000	.000	
25	LOCAL SPORTS	157	84	59	0	0	0	0	0	0	0	300
	25 PERCENTAGE OF TOTAL	.523	.280	.197	.000	.000	.000	.000	.000	.000	.000	
26	CITY COUNCIL MEETINGS	83	125	92	0	0	0	0	0	0	0	300
	26 PERCENTAGE OF TOTAL	.277	.417	.307	.000	.000	.000	.000	.000	.000	.000	

AMERICAN TELEVISION CORPORATION
FORTWAYNE ASCERTAINMENT STUDY
SEPT 1977

QUESTION ASKED	RESPONDED ONE	TWO	THREE	FOUR	FIVE	SIX	SEVEN	EIGHT	NINE	TEN	TOTAL
27 LOCAL DRAMA	92	114	94	0	0	0	0	0	0	0	300
27 PERCENTAGE OF TOTAL	.307	.380	.313	.000	.000	.000	.000	.000	.000	.000	
28 COURT ROOM	90	122	88	0	0	0	0	0	0	0	300
28 PERCENTAGE OF TOTAL	.300	.407	.293	.000	.000	.000	.000	.000	.000	.000	
29 POLITICAL DEBATES	69	125	106	0	0	0	0	0	0	0	300
29 PERCENTAGE OF TOTAL	.230	.417	.353	.000	.000	.000	.000	.000	.000	.000	
30 INTEREST IN WORK P.A.P.	21	49	186	44	0	0	0	0	0	0	300
30 PERCENTAGE OF TOTAL	.070	.163	.620	.147	.000	.000	.000	.000	.000	.000	
31 WATCH P.A.P.	201	64	22	13	0	0	0	0	0	0	300
31 PERCENTAGE OF TOTAL	.670	.213	.073	.043	.000	.000	.000	.000	.000	.000	
32 OTHER TOPICS	29	6	254	5	0	0	0	0	0	0	294
32 PERCENTAGE OF TOTAL	.099	.020	.864	.017	.000	.000	.000	.000	.000	.000	
33 INTERESTED GROUP	30	8	249	12	0	0	0	0	0	0	299
33 PERCENTAGE OF TOTAL	.100	.027	.833	.040	.000	.000	.000	.000	.000	.000	
34 NEWSWIRE	165	95	40	0	0	0	0	0	0	0	300
34 PERCENTAGE OF TOTAL	.550	.317	.133	.000	.000	.000	.000	.000	.000	.000	
35 COMMUNITY EVENT	108	130	62	0	0	0	0	0	0	0	300
35 PERCENTAGE OF TOTAL	.360	.433	.207	.000	.000	.000	.000	.000	.000	.000	
36 WEATHER	207	65	28	0	0	0	0	0	0	0	300
36 PERCENTAGE OF TOTAL	.690	.217	.093	.000	.000	.000	.000	.000	.000	.000	
37 STOCKS	47	78	175	0	0	0	0	0	0	0	300
37 PERCENTAGE OF TOTAL	.157	.260	.583	.000	.000	.000	.000	.000	.000	.000	
38 SPORTS	133	75	92	0	0	0	0	0	0	0	300
38 PERCENTAGE OF TOTAL	.443	.250	.307	.000	.000	.000	.000	.000	.000	.000	
39 GROCERY PRICING	124	95	81	0	0	0	0	0	0	0	300
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

AMERICAN TELEVISION CORPORATION
FORTWAYNE ASCERTAINMENT STUDY
SEPT 1977

QUESTION ASKED		RESPONDED ONE	TWO	THREE	FOUR	FIVE	SIX	SEVEN	EIGHT	NINE	TEN	TOTAL
40	OWN/RENT	253	45	1	1	0	0	0	0	0	0	300
	40 PERCENTAGE OF TOTAL	.843	.150	.003	.003	.000	.000	.000	.000	.000	.000	
41	FRENCH	35	265	0	0	0	0	0	0	0	0	300
	41 PERCENTAGE OF TOTAL	.117	.883	.000	.000	.000	.000	.000	.000	.000	.000	
42	ITALIAN	1	299	0	0	0	0	0	0	0	0	300
	42 PERCENTAGE OF TOTAL	.003	.997	.000	.000	.000	.000	.000	.000	.000	.000	
43	SPANISH	34	266	0	0	0	0	0	0	0	0	300
	43 PERCENTAGE OF TOTAL	.113	.887	.000	.000	.000	.000	.000	.000	.000	.000	
44	OTHER	44	248	0	0	0	0	0	0	0	0	292
	44 PERCENTAGE OF TOTAL	.151	.849	.000	.000	.000	.000	.000	.000	.000	.000	
45	FOREIGN LANGUAGE PROGRAM	74	176	37	0	0	0	0	0	0	0	287
	45 PERCENTAGE OF TOTAL	.258	.613	.129	.000	.000	.000	.000	.000	.000	.000	
46	AGE CATEGORY	1	41	74	102	39	41	1	0	0	0	299
	46 PERCENTAGE OF TOTAL	.003	.137	.247	.341	.130	.137	.003	.000	.000	.000	
47	INCOME CATEGORY	10	32	59	86	37	27	45	0	0	0	296
	47 PERCENTAGE OF TOTAL	.034	.108	.199	.291	.125	.091	.152	.000	.000	.000	

APPENDIX C

AGE BREAKDOWN OF RESPONSES

Category	Number of Responses	Percentage
Under 18	1	0.3%
18 - 24	41	13.7%
25 - 34	74	24.7%
35 - 54	102	34.0%
55 - 64	39	13.0%
65 and over	41	13.7%
refused	2	0.7%

INCOME

Category	Number of Responses	Percentage
0 - $ 4,999	10	3.3%
$ 5,000 - $ 9,999	32	10.7%
$10,000 - $14,999	59	19.7%
$15,000 - $24,999	86	28.7%
$25,000 and over	37	12.3%
Don't know	27	9.0%
Refused	49	16.3%

OWN VS. RENT

Category	Number of Responses	Percentage
Own	253	84.3%
Rent	45	15.0%
Other	2	0.7%

APPENDIX C (con't)

SEX

Category	Number of Responses	Percentage
Male	86	28.7%
Female	212	70.7%
Unrecorded	2	0.7%